

FIRST 5 COMMISSION OF SAN DIEGO

March 10, 2003
2:00 p.m. – 4:00 p.m.
County Administration Center
1600 Pacific Highway, Room 302/303
San Diego, CA 92101

AGENDA

ITEM	SUBJECT	PRESENTER
1	Call to Order	Chairman Cox
2	Opportunity for Public Comments Items not on the Agenda – Limit two minutes per speaker (<i>Request to Speak</i> slips for this item or any other item on the agenda must be submitted to Commission staff prior to meeting being called to order).	Chairman Cox
3 Action	Approval of CFC Meeting Minutes – January 27, 2003 Supporting Document	Chairman Cox
4	Formation of the Consent Calendar	Executive Director Bryngelson
5	TPAC Report Supporting Document Overview: On February 10, 2003, the Technical and Professional Advisory Committee (TPAC) held its regular monthly meeting. A written summary of the meeting has been prepared to document the activities of the Committee. Staff Recommendation: Receive the report of the February 10, 2003 TPAC meeting. Fiscal Impact: None.	Commissioner Colling
6	State/Staff Report Supporting Document Overview: On February 20 and 21, 2003, the First 5 Commission of California (FFCC) held its annual planning meeting and on February 19, 2003, the California Children and Families Association (CCAFA) held a strategic planning session. This report includes a written summary of CCFC and CCAFA meetings. The FFCC Fiscal Year 2001 – 02 Annual Report and information on the State Conference to be held in Orange County in April are also included. This report also includes a staff summary of local activities relevant to the First 5 Commission of San Diego, including a status report on the procurement of a data evaluation system, the Beaumont Foundation grant program, Project Q Kids, the Parent Leadership Conference and a proposed Kindergarten Teacher Summit. Recommendation: Receive State and Staff Reports. Fiscal Impact: None	Executive Director Bryngelson

<p style="text-align: center;">7 Public Hearing</p>	<p>Public Hearing Strategic Plan 2003 – 06 – Comments limited to two minutes per speaker Supporting Document</p> <p>Overview: The Strategic Plan, for July 1, 2003 to June 30, 2006, will provide Commissioners with a framework for choosing funding priorities and for evaluating the Commission's impact over the next three years. Commissioners and TPAC members have had the opportunity to review and comment on drafts of the Strategic Plan for 2003-2006 over the last several months. The Strategic Planning Committee, which includes Commissioner Colling, former Commissioner Ryan, five TPAC members and staff, has carefully considered all of the comments provided. By law, the Commission is required to open a public hearing to receive comments from the public. After receiving public comment, the Commission will be asked to approve the attached Strategic Plan for 2003-2006.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1. Open Public Hearing. 2. Receive public comment. 3. Approve the First 5 Commission of San Diego's Strategic Plan for Fiscal Years 2003 – 2006. 4. Authorize the Executive Director to submit the Strategic Plan to the State Commission. <p>Fiscal Impact: None</p>	<p style="text-align: center;">Executive Director Bryngelson</p>
<p style="text-align: center;">8 Action</p>	<p>Consensus Organizing Institute (COI) – Contract Renewal Supporting Document</p> <p>Overview: The current Consensus Organizing Institute (COI) contract to provide intensive technical assistance in community engagement in three communities and limited technical assistance in a fourth will end on April 14, 2003. Over the past 2 1/2 years, this program has been very successful in motivating parents to become involved in Commission and collaborative activities and in providing community organizing skills to parents and collaborative members in six San Diego Communities: City Heights, Oceanside, Escondido, El Cajon, Murphy Canyon, and Imperial Beach. Commission approval is sought to renew COI's contract for one additional year. The renewal of the contract will result in COI continuing technical assistance in Escondido, Oceanside, City Heights, El Cajon and in a fifth community to be identified (preferably in a South Region community participating in the Prop 10 School Readiness Initiative).</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1. Approve the contract renewal for the Consensus Organizing Institute (COI) to provide technical assistance to five communities and build countywide infrastructure for parent participation in Commission activities. 2. Authorize the Executive Director to execute a contract not to exceed \$235,000 for a 12-month contract would allow COI to conduct community-organizing activities in five communities. <p>Fiscal Impact: Up to \$235,000 from the Strategic Community Investments allocation in the Commission's Fiscal Year 2003 –2004 Allocation Plan. With the Commission funding, COI will leverage an additional \$131,191 from the Irvine Foundation. In addition, the Commission has requested \$27,000 from the Civic Engagement Project that will offset a portion of the Commission's cost of \$235,000.</p>	<p style="text-align: center;">Executive Director Bryngelson</p>

<p>9 Action</p>	<p>Sunset Review of Commission Policies Supporting Document</p> <p>Overview: On December 4, 2000 (Item No. 9) the Commission approved Commission Policy CFC-001 "Letters of Support" and on May 7, 2001 (Item No. 12) the Commission approved Commission Policy CFC-002 "Legislative Advocacy." Both policies were set for Sunset Review in December 2002. Staff review of the policies shows that they are both consistent with the goals of the Commission and therefore recommend that the policies be extended until March 2005 for their next Sunset Review. Copies of the policies are attached for Commissioner information.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Approve the extension of Commission Policy CFC-001, "Letters of Support," until March 2005 for its next Sunset Review and change references in the Policy to the Children and Families Commission to First 5 Commission of San Diego. 2) Approve the extension of Commission Policy CFC-002, "Legislative Advocacy," until March 2005 for its next Sunset Review and change references in the Policy to the Children and Families Commission to First 5 Commission of San Diego. <p>Fiscal Impact: None.</p>	<p>Executive Director Bryngelson</p>
<p>10 Action</p>	<p>Success by 6 – Early Childhood Development Conference Supporting Document</p> <p>Overview: In May 2003, the United Way will sponsor a three-day conference: "Engaging Leaders: Building Bright Futures For Young Children." This event, to be held in Charlotte, North Carolina will convene nearly 1,000 national, state and local childhood leaders, elected officials and government and health care organizations to honor the United Way's "Success by 6" program. Workshops and discussions to be held during the conference include childhood brain development, creating and sustaining change, affecting public policy, engaging diverse stakeholders and effective communications and the power of media. Commission members were offered the opportunity to attend, but due to scheduling conflicts were unable to attend. It is recommended that one staff person attend the conference as a representative of the Commission.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Find that staff attendance at the "Engaging Leaders: Building Bright Futures For Young Children" conference is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit. 2) Authorize travel for one staff person to attend the three-day conference. <p>Fiscal Impact: Up to \$2,000 from the Administration and Evaluation allocation in the Commission's Fiscal Year 2002 – 03 budget.</p>	<p>Executive Director Bryngelson</p>
<p>11 Action</p>	<p>Literacy Training for Child Care Providers – Contract Award Supporting Document</p> <p>Overview: On October 7, 2001 (Item 8), the Commission approved the Statement of Work and a two-year expenditure of up to \$400,000 for a Request for Proposal (RFP) to hire a consultant to provide child literacy training for child care providers countywide. Realizing the importance of pre-literacy skills in children and the literacy of their parents in the success of school readiness, the Commission is committed to making a significant investment in improved literacy for the County's 223,000 children ages zero to five and their parents over the long term.</p>	<p>Executive Director Bryngelson</p>

	<p>The child literacy training for child care providers program will meet specific short-term literacy goals that are consistent with the Commission's Implementation and Allocation Plan for January 2001 through June 2003.</p> <p>Staff Recommendation:</p> <ol style="list-style-type: none"> 1) Receive the Source Selection Committee recommendations. 2) Find that the proposed contract recommended for award is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit. 3) Authorize the Executive Director to a) work with Purchasing and Contracting to negotiate a contract with YMCA Child Care Resource Services and; b) execute a two-year contract for up to \$400,000 with YMCA Child Care Resource Services to provide child literacy training to child care providers. <p>Fiscal Impact: Up to \$200,000 from the Strategic Community Investment allocation in the Commission's Fiscal Year 2002 – 03 budget and up to \$200,000 from the Commission's Strategic Community Investments allocation in the Fiscal Year 2003-04 budget.</p>	
12 Discussion	<p>Implementation and Allocation Plan 2003 – 2006 Supporting Document</p> <p>Overview: The Commission uses an Implementation and Allocation Plan to outline specific funding priorities within the framework of the three-year Strategic Plan. The Strategic Planning Committee has developed a draft Implementation and Allocation Plan, which describes proposed Priority Result Areas and Strategies. A draft is provided for the Commission's discussion.</p> <p>Staff Recommendation: None. For discussion only.</p> <p>Fiscal Impact: None.</p>	Commissioner Colling
13 Information	<p>Transition Planning for Commission Executive Director Supporting Document</p> <p>Overview: In November 2002, the County of San Diego initiated a nation-wide recruitment for an Executive Director of the First 5 Commission of San Diego. As a result of the recruitment, Laura Spiegel has been appointed to the position by Health and Human Services Agency Director, Rodger Lum. The month of March 2003 will be a transition period for Ms. Spiegel. She will begin working part-time for the Commission, effective March 7th. She will begin full time service on April 4th. Ms. Spiegel replaces Gloria Bryngelson, who is retiring on March 14, 2003.</p> <p>Staff Recommendation None. For information only.</p> <p>Fiscal Impact: None.</p>	Commissioner Lum
14 Information	<p>Implementation and Allocation Plan January 2001 – June 2003 Update Supporting Document</p> <p>Overview: On June 25, 2001 (Item 13), the Commission approved the Implementation and Allocation Plan needed to operationalize the Strategic Plan for January 2001 through June 2003. Attached for information is a status report of the results obtained from the plan.</p> <p>Staff Recommendation: Receive this report.</p>	Executive Director Bryngelson

	Fiscal Impact: None	
15	Civic Engagement Supporting document Overview: The Civic Engagement Leadership Team has recommended that community conversations be held throughout the year. A calendar of community engagement activities for March and April is attached. The calendar includes scheduled community conversations as well as meetings of the four leadership teams. Staff Recommendation: None. For information only. Fiscal Impact: None.	Executive Director Bryngelson
16 Information	Legislative Update Supporting Document Overview: The Commission is committed to proactive leadership by advocating for policy change at the local, state and national level. Commission staff has identified several bills introduced into the 2002 and 2003 legislative sessions. Attached is an updated summary listing of these bills, including bills signed by the Governor and Chaptered into law. Changes to the updated summary are highlighted in bold. The Commission's policy on Legislative Advocacy is attached for information Recommendation: Receive the Legislative Summary. Fiscal Impact: None.	Executive Director Bryngelson
17	Future Agenda Items <ul style="list-style-type: none"> Ø Approval of a Tagline for the Commission Ø Role of the Technical and Professional Advisory Committee (TPAC) Ø TPAC Member Application Process Ø Approval of the Implementation and Allocation Plan for 2003 - 04 Ø Policies on Grant Funding and Unsolicited Grants Ø Kit for New Parents – Program Update 	Chairman Cox
18	Adjournment	Chairman Cox

If you are planning to attend and need special accommodations, you must call Amie Meegan at (619) 230-6460 at least three days in advance of the meeting.

NEXT COMMISSION MEETING

April 7, 2002

2:00 p.m. to 4:00 p.m.

**Public Comment on Specific Agenda Items is Taken
Throughout the Meeting at the Conclusion of Each Agenda Item**

Visit the Commission's Website

www.ccfc.ca.gov/sandiego

FIRST 5 COMMISSION OF SAN DIEGO
1495 Pacific Highway, Suite 202 MS A-211
San Diego, CA 92101-2417
(619) 230-6460

Commissioners Present:

Greg Cox, Chairman
Ken Colling, Vice Chairman
Dr. Nora Faine, Secretary
Dr. Rodger Lum
Dr. Nancy Bowen

Also Present:

Ron Roberts
Barbara Ryan

Staff Present:

Gloria Bryngelson, Executive Director
Denis McGee
Grace Young
Kim Frink
Rick Collantes
Bill Boggs
Susan Morgan
Martha Garcia
Myra Lopez
Rosa Lemus
Mila Apuy
Valerie Williams
Amie Meegan
David Smith, Deputy County Counsel

Minutes for January 27, 2003

1. Call to Order

Commission Chair called the meeting of the First 5 Commission of San Diego to order at 12:00 p.m.

2. Election of Commission Officers-Committee Assignments

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission accepted and approved the following recommendations by Chairman Cox:

- a) Commissioner Ken Colling to serve as the Vice Chair of the Commission for Calendar Year 2003.**
- b) Commissioner Nora Faine to serve as the Secretary of the Commission for Calendar Year 2003.**
- c) Commissioner Ken Colling to serve as Chairman of the Technical and Professional Advisory Committee for Calendar Year 2003.**
- d) Appointment of Commissioner Nora Faine to the School Readiness Leadership Team.**

AYES:	Cox, Colling, Faine, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

3. Opportunity for Public Comments

There were no public comments received.

4. Award Presentation to Supervisor Roberts and Barbara Ryan

Chairman Cox acknowledged the contributions of Supervisor Ron Roberts and Barbara Ryan to the Commission and to the children of San Diego. Supervisor Roberts has served a one-year term as the Chair of the Commission for calendar year 2002. Ms. Ryan has served a two-year term as a member-at-large from the community. She was the Secretary of the Commission in calendar year 2001 and the Vice-Chair of the Commission and Chair of TPAC in calendar year 2002. Chairman Cox handed leadership awards to them. Additionally, TPAC Vice-Chair Bushby, on behalf of all TPAC members, presented Ms. Ryan with a token of appreciation for her leadership and devotion to children's issues.

5. Approval of FFCSD Meeting Minutes – December 2, 2002

ON MOTION OF Commissioner Bowen, seconded by Commissioner Colling, the Commission approved the minutes of December 2, 2002.

AYES: Cox, Colling, Faine, Lum, Bowen
ABSENT: None
ABSTAIN: None
NOES: None

6. Formation of Consent Calendar

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission approved the formation of the Consent Calendar, with Item 12 being pulled by the public. The Commissioners pulled no items. Item 7 was a discussion item and was not part of the Consent Calendar. The remaining items were approved per staff recommendation.

AYES: Cox, Colling, Faine, Lum, Bowen
ABSENT: None
ABSTAIN: None
NOES: None

7. Strategic Plan 2003-06 Conversation

Executive Director Bryngelson, TPAC members Kristin Gist and Madonna Carlson provided a powerpoint presentation on the Commission accomplishments for calendar year 2002 and an update on the Strategic Plan. Staff member McGee presented to the Commission the proposed twenty-year financial plan.

Virginia Hartnett, an independent evaluator currently doing work for YMCA Childcare Resource System, a Commission grantee administering the San Diego CARES program, introduced two child care providers, Maria Saucedo and Hazel Robinson, who talked about the benefits and incentives they receive from San Diego CARES. They urged the Commission to continue supporting this stipend program and even consider going beyond the six Child Development units.

The following comments were received from Commission and TPAC members regarding the draft Strategic Plan:

- § The vision is too brief; should be explicit; may want to add “healthy” and ready to learn or revert to the old version.
- § On criteria for choosing priority results, “does not duplicate or supplant responsibilities of other entities”, could be challenging to interpret; suggested changing responsibilities to “services”. It was also suggested changing the wording to focus on “not supplanting general fund revenues”. This will make it consistent with the language on a later page.
- § Minor corrections needed to be made, “San Diego County is the third largest county in California and the sixth most populous county in the United States”.
- § Have more flexibility with unsolicited grant proposals; allow funding for innovation or contingency requests for small amount, maybe two or three times a year; make the guidelines in the unsolicited grant process very clear so proposers would know what is allowed and what is not.
- § Twenty-year financial plan seems like a well thought of effort.
- § In favor of not setting aside money to go to the sustaining reserves; can be revisited years down the road to look at other options.

Executive Director Bryngelson also made a brief presentation on the proposed Implementation and Allocation Plan for Fiscal Year 2003-04 which outlined priority result areas and potential strategies, and lessons learned and used. Staff member McGee briefly explained a pie chart showing the recommended funding allocation for Fiscal Year 2003-04. Continued funding is recommended for the Kit for New Parents, San Diego CARES; Americorps/VISTA and School Readiness. The following comments were received from Commission and TPAC members:

- § The pie chart is not laid out in the same format as the pie chart on the Strategic Plan in terms of priorities
- § Have to be clear on what kind of support is expected in training dental health providers
- § There is sometimes a disconnect between training people and people actually providing meaningful services; training does not necessarily translate to actually making children better; it could change knowledge and attitude but not necessarily behavior.
- § Specify some amounts for planning grants.
- § There appears to have an established privileged status for the four allocated programs mentioned.

In response to Ms. Ryan's query, Executive Director Bryngelson stated that Commission staff has done some preliminary cost estimates for a Kindergarten Teachers Summit that the School Readiness Leadership Team is proposing to convene. The estimates exceed the Executive Director's authority of \$5,000 and would need Commission approval. The proposal will go to TPAC in February for discussion and recommendation.

Further discussion of the Implementation and Allocation Plan will be added to the next Commission meeting. The draft Strategic Plan will be presented to TPAC at its February 10, 2003 meeting for discussion and recommendation. It will then go back to the Commission in March or April 2003 for approval.

8. State/Staff Report

The Commission received the State/Staff Report, on Consent. No action was taken on this item as it was for information purposes only.

9. TPAC Report

The Commission received the report of the December 16, 2002 TPAC meeting, on Consent.

10. 2003 Commission and TPAC Meeting Calendar

Executive Director Bryngelson informed the Commission, TPAC and the public that the Commission meeting on March 3, 2003 has been moved to *March 10, 2003*.

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission approved the 2003 Commission and TPAC Meeting Calendar as amended, on Consent.

AYES:	Cox, Colling, Faine, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

11. Annual Report - Printing Costs

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission authorized the expenditure of up to \$16,000 for printing 5,000 copies of the Commission's 2002 Annual Report/2003 Wall Calendar, on Consent.

AYES:	Cox, Colling, Faine, Lum, Bowen
ABSENT:	None
ABSTAIN:	None
NOES:	None

12. Independent Evaluator - Request for Proposal

Susan Hedges representing the Center for Childhood Outcomes of the Children's Hospital addressed the Commission. She wanted to know if the Request for Proposals (RFP) would include organizations that are already receiving Commission funds. Executive Director Bryngelson responded that this matter is still being explored by County Counsel.

ON MOTION OF Commissioner Colling, seconded by Commissioner Bowen, the Commission found that the use of an independent evaluator is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit; and authorized the Executive Director to work with the County Director of Purchasing and Contracting, to release a Request for Proposals (RFP) for up to \$500,000 for the services of an independent evaluator.

AYES: Cox, Colling, Faine, Lum, Bowen
ABSENT: None
ABSTAIN: None
NOES: None

13. Civic Engagement Project - Fourth Year Proposal Approval

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission approved this item on Consent; found that the CEP proposal is consistent with the Commission's Strategic Plan and the Implementation and Allocation Plan for Fiscal Year 2001-2002, furthers the support and improvement of early childhood development within the County, and provides a public benefit; approved the CEP proposal for fourth year funding and authorized the Executive Director to submit the proposal to the Civic Engagement Project for Children and Families; and authorized the Executive Director to negotiate and execute contracts necessary for implementing strategies described in the proposal and budget.

AYES: Cox, Colling, Faine, Lum, Bowen
ABSENT: None
ABSTAIN: None
NOES: None

14. School Readiness Funding

ON MOTION OF Commissioner Colling, seconded by Commissioner Lum, the Commission approved the following on Consent: 1) San Diego Unified School District's School Readiness Program in an amount up to \$1,318,590 for March 1, 2003 through June 30, 2003 and up to \$2,637,180 for July 1, 2003 through June 30, 2004; 2) San Ysidro School District's School Readiness Program in an amount up to \$257,084 for March 1, 2003 through June 30, 2003 and \$514,167 for July 1, 2003 through June 30, 2004; 3) Vista School District's School Readiness Program in an amount up to \$80,858 for March 1, 2003 through June 30, 2003 and \$161,714 for July 1, 2003 through June 30, 2004; 4) Cajon Valley School District's School Readiness Program in an amount up to \$97,647 for March 1, 2003 through June 30, 2003 and \$170,333 for July 1, 2003 through June 30, 2004; 5) authorized the Executive Director to execute a contract with the San Diego Unified School District not to exceed \$3,955,770 over 16 months; 6) authorized the Executive Director to execute a contract with the San Ysidro Unified School District not to exceed \$771,251 over 16 months; 7) authorized the Executive Director to execute a contract with the Vista Unified School District not to exceed \$242,572 over 16 months; and 8) authorized the Executive Director to execute a contract with the Cajon Valley Unified School District not to exceed \$267,980 over 16 months.

AYES: Cox, Colling, Faine, Lum, Bowen
ABSENT: None
ABSTAIN: None
NOES: None

15. Implementation and Allocation Plan

The Commission received the Implementation and Allocation Plan status report, on Consent. No action was taken on this report as it was for information purposes only.

16. Civic Engagement

The Commission received the calendar of community engagement activities for February 2003 and March 2003, on Consent. No action was taken on this item as it was for information purposes only.

17. Legislative Update

The Commission received the updated Legislative Summary, on Consent. No action was taken on this item as it was for information purposes only.

18. Future Agenda Items

Items to be discussed at subsequent Commission meetings include:

- ## Approval of the 2003-06 Strategic Plan
- ## Approval of the Implementation and Allocation Plan for Fiscal Year 2003-04
- ## Approval of a tagline for the Commission
- ## Kit for New Parents – Progress Update
- ## Sunset Review of Commission policies CFC-001 “Letters of Support”, CFC-002 “Legislative Advocacy”, and CFC-003 “Grant Funding Process”
- ## Discussion on how to get the most use of TPAC

19. Adjournment

Chairman Cox adjourned the meeting of the First 5 Commission of San Diego at 3:00 p.m. to reconvene on March 10, 2003.

Notes by Meegan

Respectfully submitted for your review and approval:

Dr. Nora Faine, Secretary

Date

First 5 Commission of San Diego

TECHNICAL AND PROFESSIONAL ADVISORY COMMITTEE

February 10, 2003

2:00 p.m. – 4:00 p.m.

County Administration Center
1600 Pacific Highway, Rooms 302-3
San Diego, CA 92101-2469

Members Present:

Gene Nathan
George Cameron
Madonna Carlson
Laura Spiegel
Kathlyn Roberts
Joanne Bushby
Lorraine Puckett
Mary Sammer
Annamarie Martinez
Audrey Naylor
Charlene Tressler
Kristin Gist

Members Absent:

Pam Nagata
Gary Cox

Staff Present:

Gloria Bryngelson
Denis McGee
Susan Morgan
Bill Boggs
Martha Garcia
Grace Young
Kim Frink
Amie Meegan
Rosa Lemus
David Smith
Deputy County Counsel

MEETING SUMMARY

ITEM	SUBJECT	PRESENTER
1	Call to Order Chairman Colling called the TPAC meeting to order at 2:03 p.m.	Chairman Colling
2 Information	Opportunity for Public Comments Items not on the Agenda – Limit two minutes per speaker ACTION: There were no public comments.	Chairman Colling
3 Action	Approval of Minutes – December 16, 2002 Supporting Document ACTION: ON MOTION of TPAC Member Naylor, second by TPAC Member Roberts, TPAC approved the minutes of December 16, 2002.	Chairman Colling
4 Action	Strategic Plan 2003–06 and 2003–04 Implementation and Allocation Plan Supporting Document Overview: On January 27, 2003, Commissioners and TPAC members had the opportunity to discuss the draft strategic plan and implementation plan at a joint meeting. Comments were made regarding several components of the plans including the vision, the criteria for choosing priority results and unsolicited grants. Summaries of these comments as well as drafts of the strategic plan and implementation plan were provided for discussion. In addition, a draft list of potential strategic plan indicators was provided for TPAC members' review. The potential indicators are based on preliminary indicator lists from the State Commission's current effort led by the Stanford Research Institute (SRI) to develop core statewide indicators. TPAC was	Executive Director Bryngelson

	<p>asked to approve a slate of indicators to be presented to the Commission at its meeting on March 10, 2003.</p> <p>Staff Recommendation: Approve a slate of indicators to be presented to the Commission at its meeting of March 10, 2003, as part of the Strategic Plan.</p> <p>1) Executive Director Bryngelson reported that changes were made to the strategic plan as of result of the Commission retreat on January 27, 2003. She informed TPAC Members that the Strategic Planning Committee recommended changing the Vision statement to “Every child in San Diego County will enter school ready to learn.” A sheet was distributed to TPAC Members and the public showing our current vision statement in the strategic plan, previous vision statement, and recommendations made in the January retreat.</p> <p>ACTION: ON MOTION OF TPAC Member Cameron, seconded by TPAC Member Bushby, TPAC approved the recommendation made by the Strategic Planning Committee to adopt “Every child in San Diego County will enter school ready to learn” as its Vision statement.</p> <p>In addition, Executive Director Bryngelson made the following recommendations: 1) Delete the last bullet that reads, “The result does not duplicate or supplant the responsibilities of other entities” from the Priority Results. 2) Delete “how Funds will be used” from the Strategic Plan. The Commission will approve a funding policy that will include specific criteria on whether the Commission will accept unsolicited proposals.</p> <p>Comments received: <u>Corrine Warcholik</u> and <u>Teresa Serna</u> talked about the benefits and incentives they received from San Diego CARES. They advised TPAC to continue supporting this stipend program.</p> <p>2) Staff Member Frink informed TPAC Members that Zetetic reviewed the strategic plan indicators and proposed 4 results areas. 1) Children are physically healthy; 2) Children are socially and emotionally healthy; 3) Children are cognitive developing appropriately; and 4) Families and communities support children readiness for school. Staff Member Frink led TPAC in a discussion of the strategic plan indicators.</p> <p>ACTION: ON MOTION OF TPAC Member Nathan, seconded by TPAC Member Gist, TPAC supported the indicators recognizing that indicators could be added and refined through the implementation and allocation process.</p>	
5 Action	<p>First 5 Commission of San Diego Tagline Supporting Document</p> <p>Overview: Because the Commission’s new name “First 5 Commission of San Diego” does not clearly convey the purpose of the Commission, a tagline needs to be developed that better defines the Commission’s purpose. The tagline will be used on all materials produced by the Commission for the public. Recommended criteria for the ideal tagline include:</p> <p>☞ Not being used elsewhere. or at least does not create a “copyright”</p>	<p>Executive Director Bryngelson</p>

	<p>issue</p> <ul style="list-style-type: none"> ## Does not duplicate the name of a local program ## Addresses the “whole” child ## Makes reference to young children ## Is brief <p>A survey was e-mailed to TPAC and Civic Engagement Leadership Team members to identify which taglines members felt best met the Commission’s needs. The taglines were developed based on discussion from Commission and TPAC meetings and input from the community, staff and others. The results of the survey were to be presented to TPAC for discussion and recommendation.</p> <p>Staff Recommendation: Develop a tagline for the First Five Commission of San Diego to be referred to the Commission for consideration.</p> <p>ACTION: No action was taken on this item as it was carried over to next month’s meeting.</p>	
6 Discussion	<p><i>Defining the Role of TPAC as Advisor to the Commission</i> Supporting Document</p> <p>Overview: At the Commission Retreat on January 27, 2003, Commissioner Colling requested an item be added to the agenda for the next Commission meeting to discuss TPAC’s role as an advisor to the Commission. Attached for TPAC information were the County Ordinance establishing the local Commission, the Commission By-laws, TPAC Operating Rules and Procedures and the Health and Safety Code establishing the “California Children and Families Act of 1998.” These documents all serve to clarify the roles of the Commission and TPAC.</p> <p>ACTION: No action was taken on this item as it was carried over to next month’s meeting.</p>	Chairman Colling
7 Discussion	<p><i>Kindergarten Teacher Summit</i> Supporting Document</p> <p>Overview: The School Readiness Leadership has recommended that a Kindergarten Teachers Summit be held. It was also recommended that the services of a consultant be retained to plan, coordinate and facilitate the summit and to prepare results and recommendations of the summit for the Commission. The purpose of the summit would be to conduct dialogue with a broad representation of kindergarten teachers to accomplish several objectives. Teachers would be asked to share the traits, skills, assets and characteristics possessed by children who are successful in kindergarten and recommended interventions by First 5 San Diego to support the development of these qualities in children 0 – 5. Teachers would also be asked to share their assessment tools, if willing to do so. The consultant would use the information gained from the summit along with collected assessment tools to make a recommendation for a universal assessment tool that could be used by school districts in their kindergarten classrooms.</p> <p>TPAC was asked to advise the Commission on whether it should convene such a summit.</p>	Executive Director Bryngelson

	ACTION: Executive Director Bryngelson provided information on this matter. No action was taken on this item as it was for discussion purposes only.	
8 Information	<p>Leadership Team Updates</p> <p>Civic Engagement: The Leadership Team met on January 9, 2003. The team discussed our Civic Engagement Project (CEP) priorities for Year 4. The Consensus Organizing Institute (COI) also provided the team with an update of their progress in the existing communities, which led to a discussion of the technical assistance that will be provided in the following year. The Leadership Team was updated on the Parent Leadership Conference that was held on Saturday, February 22, 2003 at the Mission Valley Quality Resort. The conference focused on Organizational and Leadership Development for parent leaders and our small parent-run organization grantees.</p> <p>Evaluation: The Leadership Team met on January 22, 2003. Madonna Carlson presented an update on the Strategic Planning process. Commission staff presented an update on the Request for Proposal process to procure a data evaluation system for the Commission; an update was also conducted on the Theory of Change meeting that was facilitated by Dr. Andrea Anderson of the Aspen Roundtable Institute. Zetetic Associates provided an update on their progress developing Logic Models for each Commission grantee. Dr. Marty Giffin voiced concern on the issue of duplicating data inputs. This could cause less efficient operations within organizations. There was a lengthy discussion on the issue of the "data gap" and its subsequent effect on organizations' inability to validate and justify their operations. Leadership Team members suggested that Commission grantees be mandated by the Commission to engage their local school districts and ensure that grantees and school districts work together in developing a universal assessment tool for school readiness.</p> <p>Literacy: The Leadership Team met on January 13, 2003. The Early Literacy Resource Guide in development by Inform San Diego was returned from the graphic artist and has been reviewed in initial draft form. The completed draft of the guide is expected to be received the first week of February and will be available for final proofing review and approval by Leadership Team members by the next meeting. The title for the guide was selected and suggestions for the cover were proposed.</p> <p>School Readiness: The Leadership Team met on January 8, 2003. The Leadership Team was provided an update on the School Readiness Initiative (SRI). The San Diego and San Ysidro School Districts' applications were approved by the State. The Cajon Valley and Vista applications have also been approved by the State subject to clarification. Oceanside and Escondido submitted their applications to the Commission in late January. Having the Commission host a Kindergarten Teachers Summit was also discussed. The use of a consultant to coordinate and facilitate the Summit was suggested. Questions developed for the Summit were: 1) What characteristics, skills, assets and traits are possessed by children who are more successful in kindergarten? 2) What recommendations do you have for Commission interventions to help children attain those characteristics, skills, assets and traits prior to entering kindergarten? The five domains of development were also recommended as</p>	<p>Chairman Ken Colling</p> <p>TPAC Member Madonna Carlson</p> <p>Lynda Mills Commission Staff</p> <p>TPAC Member Bushby</p>

	a discussion topic. ACTION: No action was taken on this item as it was for information purposes only.	
9 Discussion	<i>Future Agenda Items</i> Ø Strategic Plan Update	Chairman Colling
10	<i>Adjournment</i> Chairman Colling adjourned the meeting at 4:29 p.m. to reconvene March 17, 2003.	Chairman Colling

Visit the Commission's Website
www.first5sandiego.org

First 5 Commission of San Diego

Item 6

State/Staff Report

Overview:

On February 20 and 21, 2003, the First 5 Commission of California (FFCC) held its annual planning meeting and on February 19, 2003, the California Children and Families Association (CCAFA) held a strategic planning retreat. This report includes a written summary of CCFC and CCAFA meetings. The FFCC Fiscal Year 2001 – 02 Annual Report and information on the State Conference to be held in Orange County in April are also included.

This report also includes a staff summary of local activities relevant to the First 5 Commission of San Diego, including a status report on the procurement of a data evaluation system, the Beaumont Foundation grant program, the Parent Leadership Conference, a proposed Kindergarten Teacher Summit and Project Q Kids.

Discussion:

First 5 Commission of California (FFCC)

The CCAFA publishes “**Prop 10 Briefings**.” The attached February 2003 edition provides a summary of the highlights from the February 2003 FFCC annual planning meeting.

California Children and Families Association (CCAFA)

The February issue of “**Prop 10 Briefings**” provides highlights of the Association’s February retreat. In addition, a retreat record is attached for information.

Annual Statewide Conference

The Annual Statewide Conference of Commissions will be held in April of this year. This three-day event provides an opportunity for local commission members and staff to attend roundtables and workshops that relate to Prop 10 activities. The event was held in San Diego the last two years and is being held in Orange County this year. Attached for information are the conference registration brochure and a preliminary listing of roundtables and workshops to be held during the conference. Commission staff have been asked to participate in developing and leading some of the workshops.

First 5 Commission of San Diego

Procurement of a Data Evaluation System

An ad hoc committee of Commissioners Lum and Bowen concurred that a Request for Proposal (RFP) should be issued for the procurement of a data evaluation system. Based on their input and input from the November 2002 Commission meeting, an RFP was developed and forwarded to Purchasing and Contracting to be released. Purchasing and Contracting felt the County Technology Office (CTO) should be involved in the RFP process. A meeting was subsequently held with representatives from Commission staff, the CTO and Purchasing and Contracting. Staff from the CTO felt the evaluation criteria was not clear enough to adequately evaluate proposals that may be submitted in response to the RFP. The consultant to the Commission developing the RFP is now revising the RFP to address the CTO’s concerns. It is expected that the RFP will be issued in March 2003.

Beaumont Foundation Grant Program

The Beaumont Foundation of America (BFA) was established with funds generated from a \$2.1 billion class action lawsuit and will use \$350 million in unclaimed funds to provide state-of-the-art information technology equipment to individuals and organizations. California was allocated \$5.5 million for distribution to schools, K thru 12, and \$2.0 million for distribution to community organizations, including community-based organizations, non-profits and government organizations. On March 20, 2003, the Commission and HHSA's Office of Resource Development will hold a videoconference, with a representative of BFA, for community-based organizations, Commission grantees and representatives from the school districts to provide additional information about the program and answer any questions.

Parent Leadership Conference

On February 22, 2003 the Consensus Organizing Institute (COI) hosted a Parent Leadership Conference with funding from their Commission contract. Approximately 40 parents attended the Conference held at the Quality Resort in Hotel Circle. Participants included parents who are involved in COI's community engagement activities as well as applicants and recipients of the Commission's Small Parent-Run Organization Grants. Participants came from all over the county including Spanish-speaking parents from North County and parents from the African refugee community in City Heights. The program included a welcome from Commissioner Colling, presentations from parents who have led successful community efforts that support school readiness and workshops on the following topics: program evaluation; getting others involved in your community effort; what it means to be a nonprofit organization; exercising your rights as a parent; and fundraising. Childcare was provided and all children received a free book courtesy of Project Q Kids and San Diego READS.

Kindergarten Teacher Summit

The School Readiness Leadership Team has recommended that the Commission host a summit of kindergarten teachers. The purpose of the summit would be to conduct dialogue with a broad representation of kindergarten teachers to accomplish several objectives. Teachers would be asked to share the traits, skills, assets and characteristics possessed by children who are successful in kindergarten and recommended interventions by First 5 San Diego to support the development of these qualities in children 0 – 5. A sub-committee of Commissioner Nora Faine, TPAC members Joanne Bushby, Barbara Ryan and Executive Director Gloria Bryngelson was formed to discuss the logistics of such a summit.

Project "Q" Kids

On February 8, 2003, KPBS and 10 News sponsored The Project Q kids Expo. The event was held at The Ray and Joan Kroc Corps Community Center and was attended by more than 1,700 people. The Expo provided the opportunity for parents of children 5 and under to learn more about how to prepare their children for kindergarten. The event included booths with many resources for parents focusing on health and safety information, entertainment, and prize drawings. Children's Hospital offered development screenings for children, San Diego Safe Kids Coalition checked for proper car seat installation and Alpha of San Diego offered free children's vision screenings. The Project Q Kids Expo is part of the Project Q Kids grant awarded by the Commission to KPBS, in partnership with Channel 10 News.

TPAC Statement: None.

Staff Recommendation: Receive the State and Staff Reports.

Fiscal Impact: None



Prop 10 Briefings

February 2003

Association News

CCAFA meeting Highlights

CCAFA met in Burbank on February 19 in a county-member meeting attended by 37 county representatives. Except for committee reports at the beginning of the day, the meeting was dedicated entirely to the first part of a two-part facilitated strategic planning process.

Committee Reports

- J · Kathy Stafford, Chair of the Evaluation Committee, distributed an information packet on the statewide evaluation of First 5 funded programs prepared by SRI. The packet will be mailed to those not in attendance. The packet includes:
 - Next six months At-a-Glance (to be revised)
 - Systems Change Indicators for Surveys and Case Studies by Respondents
 - Child and Family Indicators for Participants Prop 10 Evaluation Data System (PEDS) Registration form and Draft Agenda.
 - Executive Summary of PEDS
 - PEDS Codes/Listings for Funded Programs. Notify Kathy Stafford if you think codes need to be modified right away.
 - Map of Counties piloting PEDS.
 - Data Confidentiality and Sharing FAQs.
 - First 5 California School Readiness Initiative Evaluation: Summary of Pilot Study
 - Statewide Evaluation of First 5 General FAQs

- Contact List for State Data and Evaluation of First 5 California Funded Programs.

Kathy Stafford encouraged anyone with questions to contact her at (530) 669-2475.

Legislative and Advocacy Committee

Michael Ruane, Chair of the Legislative/Advocacy Committee, discussed a number of pending issues.

- J · State Budget – Little or no progress has been made to date in budget discussions in Sacramento. The Governor's realignment proposal is still in front of the Legislature. It includes realigning child care programs to the counties which could have an impact on county Prop 10 Commissions. It also includes tax increases which remain controversial in the Legislature.
- J · The tobacco tax increase proposed by the Governor could lead to an unprecedented surge in illegal sales. Most of our allies in the Prop 99 coalition support increased tobacco taxes because they have historically been successful in reducing smoking.
- J · Realignment discussions are likely to be happening locally in the next few months. For most of the services under discussion – except child care – realignment may be a matter of preserving the program.
- J · Children's health services are of concern to both children's advocates and health advocates and provide a good link to our anti-tobacco allies. Phil Isenberg

feels that counties have done some great things individually in children's health. He recommends CCAFA put a briefing sheet out delineating all the great things county commissions are doing on children's health.

J · Last fall the Board of Equalization agreed to an increase of \$9 million in the Prop 10 backfill for Prop 99. BOE staff had recommended a reduction from the previous year. The State Commission will ask the BOE to reconsider this decision. Some counties may join in the request.

J · It is important to get information to every member of the Legislature about what Prop 10 is accomplishing. Most members love to meet with programs in their districts when they are home from Sacramento on Fridays. This is equally important in urban and rural parts of the state.

J · E-mails are not a good way to contact legislators because they receive so many – usually not from constituents -- that it is easy to be overlooked. Instead, calls, letters, and office visits are powerful.

J · In response to the fear that California will literally run out of money, Mike said that bankers will loan California as much as we need, but they will increasingly move into the decision-making position, asking why we are not making cuts.

Planning Process

Marilyn Snider, of Snider and Associates, served as facilitator and Gail Tsuboi, of Tsuboi Design, served as recorder. The process took the participants through an analysis of:

- What is going well with CCAFA?
- What is not going as well as we would like?
- What are the external factors and trends that may have a positive impact on CCAFA in the next three years?

- What are the external factors and trends that may have a negative impact on CCAFA in the next three years?

(For a complete list of answers brainstormed by the participants, see the attached planning notes.)

J · After a great deal of discussion, debate, and consideration, participants arrived at consensus on a new mission statement for the organization, a vision statement, and a list of core organizational values.

Mission Statement

California Children and Families Association supports county Children and Families Commissions to benefit children in their first five years.

Vision Statement

California Children and Families Association will be a state and national leader in establishing as the highest priority the well-being of young children and their families.

Core Values

California Children and Families Association values . . .

- Diversity
- Inclusion
- Innovation
- Commitment to the well-being of children
- Mutual support
- Accountability
- Collaboration and partnership
- Respect

Based on this consensus on the vision, mission, and core values of CCAFA, the next planning session on March 19 will:

- Review accomplishments of the first planning session
- Develop three-year goals
- Develop key performance measures for each goal
- Develop six-month strategic objectives for each goal, and

- Identify and adopt a follow-up process.
- J · Follow-up discussions will determine whether changes in the structure and operation of the Association are necessary to enable it to carry out the strategic plan.

State Commission Update

The State Commission met for a two-day planning retreat in Burbank, following CCAFA's meeting.

Adaptation of Kit for New Parents

- J · The State Commission approved a contract for \$2.2 million to adapt the Kit for New Parents for Chinese (both Cantonese and Mandarin dialects), Korean, and Vietnamese-speaking populations. The contract is sufficient to permit the video tape in the Kit to be re-shot, rather than merely dubbed, in order to maintain the high quality found in the English and Spanish language versions.
- J · On an ongoing basis, the contractor may be asked to provide CCFC with advice and assistance on other translation needs, including Kit content modifications.

State Planning Process

- J · Most of the two-day meeting was dedicated to a planning session to begin the development of a three-year strategic plan which will guide the Commission's work through 2006. Executive Director Jane Henderson launched the discussion by highlighting accomplishments to date, among them:
- 110 school readiness programs in over 40 counties, serving 800,000 children, the majority of whom are English language learners
 - More than 13,000 early care and education providers in 42 counties participating in the retention incentives initiative

- Adoption of the recommendations of the School Readiness Working Group in the Master Plan for Education
- Participation by 8000 children and more than 80,000 parents in the Early Steps to Reading Success program
- Distribution of nearly 550,000 Kits for New Parents in English and Spanish
- Infant, preschool, and family mental health services for more than 4,400 children and families and conducted 65 training events reaching 4,115 participants from various disciplines through the early mental health initiative in 8 participating counties
- A media and outreach campaign, with materials in 11 languages, credited with raising awareness of the importance of the early years for more than 75 percent of Californians
- Smoking cessation programs that target pregnant smokers and smoking parents of young children
- A statewide anti-tobacco media campaign that reached 97 percent of the target audience
- Enactment of the Commission-sponsored paid family leave bill

- J · Jane Henderson explained that initially the Commission responded to funding opportunities that presented themselves. Over time it began to fund more strategically, leveraging new opportunities rather than responding to existing ones. The 2003-06 planning documents, presented by staff, were organized around CCFC's key goals, rather than its functions, to encourage a planning process that will align CCFC's functions with its goals.

CCAFA Presentation

- J · Mark Friedman, President of CCAFA, presented priorities identified by County Commissions which the Association asked the State Commission

to take into consideration in its planning process.

Statewide School Readiness

J · From the counties' perspective, it is essential to recognize that the success of the School Readiness Initiative rests on its statewide reach, local flexibility, local strategy development, and local partnerships. CCAFA believes that the following areas will be paramount as School Readiness efforts continue to evolve, and asked the Commission to remain involved in:

- Access to quality child care
- Improving quality of informal care
- Access to pre-school, including development of universal preschool initiatives
- Development of the early childhood education workforce
- Facility development
- Continued base school readiness funding

Access to Health Care

J · Many counties have strategies to expand access to health care. CCAFA asked the State Commission to support:

- Universal health insurance strategies
- Increased access to services
- Meeting unmet child and family mental health and other special needs

Family Support

J · Family support services, from family resource centers to home visiting programs, are funded in many counties as a platform for school readiness and related parent outreach and education. CCAFA asked the Commission to be involved in:

- Public-private funding partnerships to support family resource centers
- Planning to optimize the new 2-1-1 information and referral system for children and families

Migrant and Seasonal Farm Worker Families

J · Families who rely on seasonal farm work for their economic security live in nearly every California county. This is an area of growing concern to many County Commissions. CCAFA urged the Commission to proceed with the development and implementation of this focus area in order to address the needs of these families.

Kit for New Parents

J · County Commissions have made excellent use of the Kits for New Parents and are pleased that joint state and county efforts are showing positive evaluation results. CCAFA called the Commission's attention to the need for:

- Better coordination with counties
- A consistent supply of Kits

Partnership for Advocacy and Outreach

J · County Commissions and the State Commission bring to the table highly complementary advocacy roles in support of the Prop 10 vision. CCAFA called for:

- Coordinated state level advocacy
- Coordinated outreach and public education

Maintaining the Prop 10 Vision for all California's Children

J · CCAFA believes all counties – including the smallest population counties – must be supported in their efforts to serve young children and their families through Prop 10. CCAFA called on the State Commission continue to work with the Association to find a mutually agreeable way to support the small counties and the families they serve.

Partnerships Between the State Commission and CCAFA

J · CCAFA is pleased with the continuing growth of the counties' working relationship with the State Commission and looks forward to increasing joint efforts in the years to come. Current examples include:

- A county-developed regional TA program, funded by the State Commission
- Assistance from CCAFA to the State Commission during this period of the state hiring freeze.

Response from Commissioners

- J · Chair Reiner commented on the importance of working with the County Commissions, particularly on large initiatives, such as access to universal preschool and universal health coverage, and on advocacy efforts.
- J · Commissioner Gutierrez noted the importance of reaching parents to increase awareness of programs funded by First 5 and encouraged county efforts to enhance statewide visibility and develop grassroots advocacy.
- J · Commissioner Chough asked what CCFC can do to help expand health coverage. Karen Blinstrub, Executive Director of the Santa Clara Commission, suggested matching funds for counties, a media campaign to build support for universal coverage, and funding for counties that are implementing universal health programs to provide technical assistance to other counties. Rafael Lopez, Executive Director of the Santa Cruz Commission, explained that foundations have been essential partners in county start-up efforts, but do not generally want to pay for premiums, which is therefore a role that falls to public funders.
- J · Chair Reiner spoke strongly in favor of efforts to expand health coverage, saying that success in this area would be a “grand slammer.”

Fiscal Projections

- J · Joe Munso presented projections of the revenues that will be available to the State Commission for fiscal years 2003/04 – 2008/09. The projections assume a \$1.10 tobacco tax increase. They forecast revenues under two

scenarios -- if the state provides a backfill for revenues lost to Prop 10 due to the higher cigarette tax and if the state does not provide a backfill.

- J · With a backfill, CCFC revenues are projected to drop from \$112.5 million in 03/04 to \$93.6 million in 08/09. Without a backfill, they drop from \$100.1 million in 03/04 to \$81.2 million in 08/09. (This does not count carry-overs and accrued interest.)
- J · The projections assume:
 - continued funding of “core investments” through 07/08, including media/PR/CBO, Kit for New Parents, School Readiness, evaluation, administration, and the focus areas.
 - one more year of funding for Health Linkages, the asthma initiative, and small county allocations/augmentations.
 - two more years of funding for research and Kit language adaptation.
 - two more years of funding for the retention incentives and child development permit project.
 - four more years of funding for school readiness T.A.
 - one more year of funding for the California Health Interview Survey.
- J · Staff recommended the following new expenditures, which were further discussed on day two of the planning retreat: (See page 8 for the Commission’s discussion of these recommendations.)
 - \$14.5 million in accrued administrative savings for unspecified one-time state budget assistance in 03/04 (This would come from unspent administrative funds.)
 - \$1 million each year for 3 years to the Packard Foundation/ABCD Connections project, contingent

upon Commission approval of a full plan to be presented at a future time,

- three new matching fund initiatives, to be funded from \$60 million (amount would be more or less, depending on revenues available total over 3 years, including:
 - § Universal access to preschool, linked to the school readiness initiative.
 - § Universal access to health insurance and services, linked to the school readiness initiative.
 - § School readiness initiative enhancements.

- J At this level of expenditures, State Commission revenues are projected to be approximately \$100 million in 06/07 with a backfill and \$89 million without backfill. Overall, revenues are projected to drop by 3 percent annually.

The projections assume there will be no funding after 03/04 for:

- Safe from the Start
- Safe Arms for Newborns
- 200k minimum county funding
- County administrative/travel funding

The staff list as future decision points:

- Health Linkages
- Asthma
- T.A. for counties
- First 5 Service Corps
- Smokers Helpline
- Focus areas after 06/07

Vision Statement and Goals

- J The Commissioners unanimously adopted as its vision statement:

All young children in the State of California enter school physically and emotionally healthy, learning and ready to achieve their greatest potential.

- J They unanimously adopted as their goals:

- Early childhood learning and education: Increase the quality of and access to early learning and education for young children aged 0-5.
- Early childhood health: Promote the prevention of, early identification of and intervention in health and developmental issues.
- Parent and community education: Provide information and tools to parents, families, and communities on the importance of early learning experiences for children 0-5 and their families.
- Tobacco cessation: Contribute to the decrease in the use of tobacco products by pregnant women, parents, and caregivers of young children.

- J Discussion centered on how to align the Commission's *program, research, media/public education, and advocacy* activities to specific objectives related to each goal.

- J Several commissioners voiced support for increased attention to advocacy activities -- including community organizing strategies -- to mobilize parent support for CCFC objectives. Chair Reiner suggested this could be a natural collaboration between the state and the counties. Kathy Stafford, Executive Director of the Yolo Commission, described the civic engagement project that several counties have implemented. It has mobilized parents, trained them in advocacy skills, and made them aware of advocacy opportunities. Karen Blinstrub pointed out that this is a model the State Commission could fund on a statewide basis.

Goals and Objectives

- J · The Commissioners reviewed current and potential activities designed to achieve objectives related to each of its goals. Programs are currently funded under every objective, but in most areas the potential research, media/PR, and advocacy strategies have yet to be developed.

Goal 1: Early Learning and Education

- J · The Commissioners discussed whether they have enough money to make a significant contribution to the development of universal access to preschool. Jane Henderson said that she is currently working closely with the Packard Foundation and the Pew Charitable Trust to discuss how to maximize the value of their individual contributions to this effort. CCFC has a contract with AIR to develop a tool kit for use locally by County Commissions and others pursuing this strategy. She pointed out that CCFC also has the capacity to serve as a convener and to support learning opportunities, as it is doing in the Universal Preschool Summit prior to the state conference April 22 - 23.

- J · Evelyn Martinez, Executive Director of the Los Angeles Commission, stated that even a relatively small matching fund would encourage counties to think about pursuing a universal preschool strategy. Counties currently planning for universal preschool access could offer technical assistance to others just beginning the process.

- J · Karen Blinstrub suggested that the term “universal preschool” is confusing to people who perceive it as part of the school system. It is important to recognize that it is really universal early childhood education, which can take place in other venues as well.

Goal 2: Early Childhood Health

- J · Commissioner Belshe argued that it would be a good use of CCFC funds to pay for outreach to connect children and families with Healthy Families and MediCal. Commissioner Gutierrez pointed out that special efforts are needed to reach farm worker families and Spanish-speaking families.

- J · Commissioner Belshe said that in some areas, such as oral health, providing access to health coverage doesn't help because there is a dearth of providers. In this arena, state efforts are needed to monitor licensing policy and other issues that affect supply. She also noted that the asthma initiative, which was begun early in the Commission's life, may largely be addressed by the more encompassing strategy of expanding insurance coverage.

Goal 3: Parent and Community Education

- J · Commissioner Gutierrez stated that particularly in this area, it is important to build in parent engagement and community organizing in relation to every objective. She also suggested that there are many statewide organizations that CCFC could work with in coalition to build an advocacy movement in behalf of children.

Goal 4: Tobacco Cessation

- J · Commissioner Belshe asked what CCAFA is doing to ascertain the level of activity related to tobacco cessation in the counties. Sherry Novick responded that the Association has commissioned a survey of all counties in order to quantify and describe anti-tobacco activities funded or otherwise supported by County Commissions.

Funding Scheduled to End in 2004

Allocations/augmentations to small population counties

- J · This item was not recommended by staff for continued funding after 03/04. Commissioner Belshe stated that her understanding was always that this assistance was intended to be

temporary. Chair Reiner suggested there might be other ways of offering financial support to the low population counties and asked staff to meet with CCAFA to discuss this further.

Matching Funds Retention Incentives

- J · The Commission approved continued funding for two years (7/1/03 – 6/30/05) at \$19 million. Staff reported that an analysis of participating providers showed that they are predominantly not in school readiness communities in some counties and suggested that as the program continues, it should be targeted more specifically to those neighborhoods. This may involve providing technical assistance to counties on outreach and ways to remove barriers to participation by family day care providers. Other modifications will also be considered, through consultation with County Commissions and Commissioner Gutierrez, before a more specific proposal is brought back to the Commission in the spring.

Child Development Permit Project

- J · The Commission approved continued funding for two years ((7/1/03 – 6/30/05) at \$1 million total.

Technical Assistance for School Readiness

- J · The Commission approved continued funding for three years (1/04 – 12/06) at approximately \$1.2 million per year. Staff recommended the scope of the TA be expanded to include direct assistance to providers, networking of school readiness programs, and dissemination of best practices as sites gain further experience.

California Health Interview Survey

- J · Staff recommended two more years (7/03 – 6/05) of funding at \$2.2 million to include questions relevant to First 5 in a larger survey of approximately 7000 parents and primary caregivers of children 0 to 5. Staff suggested that important information could be gleaned

through questions related to oral health, social and emotional development of children, child care usage, and the impact of the Kit for New Parents. Several County Commission representatives expressed a concern that this funding is competing with program funds and perhaps the item would more appropriately be considered in the context of CCFC's research budget. The Commission did not take action on this item.

- J · Staff recommended against continued funding for Early Steps to Reading Success, Accreditation of Child Care Centers and Family Child Care Homes, Make Yours a Fresh Start Family Demonstration Project, and the 6-site Training and Retaining ECE Provider demonstration project. According to staff, some of these projects were intended to be one-time demonstration projects, which have concluded, and some address needs that would be better served within the context of the School Readiness Initiative. By taking no action, the Commission provided no new funding to these programs.

- J · The Early Steps program included installation of satellite dishes at locations statewide. Pat Wheatley, Chair of the CCAFA TA Committee recommended that these dishes be made available for technical assistance purposes.

Possible New Investments

State Budget Assistance

- J · Staff recommended making available \$14.5 million, the amount of CCFC's accrued administrative savings, to assist the state with its current budget needs. During the course of discussion, several Commissioners expressed concern that it would be important to specify the use of the funds to ensure they are used in a manner consistent with the Commission's priorities. Commissioner Belshe suggested they could be used to

fund outreach to sign children up for health insurance programs. Commissioner Gutierrez suggested there might be a critical need in the area of early childhood education, depending on what happens in the state budget negotiations. No action was taken on this item.

- J · Staff identified \$60 million that could be set aside to fund potential activities in the areas of universal access to preschool, universal access to health insurance and services, and school readiness enhancements. All of these initiatives would focus effort at school readiness sites. Chair Reiner asked what the County Commissions' interest and readiness is to participate in any of these areas. The Commissioners agreed it would be critical to develop both the preschool and health coverage initiative in conjunction with the counties to ensure the initiatives and level of funding will have the desired result. Staff will continue to develop these concepts in conjunction with CCAFA.
- J · The Commission discussed a possible investment of \$3 million over three years to support the ABCD Connections project which will assist local commissions and others in child care facilities development. Staff will continue to develop this proposal.

Proposed State Meeting Schedule

- J · Staff reported that the Governor has ordered all boards and commissions to meet only once a year. The Department of Finance interprets this as applying to the State Commission and asked that the Commission comply with the intent of the order. Staff therefore recommended that the Commission begin to meet quarterly beginning with its March 20th meeting. The remaining 2003 meetings would be held July 17 and October 16. The proposed schedule for 2004 was January, May, July, and October. The Commission did not take

action, but will consider the meeting change proposal at its March meeting.

- J · The next meeting of the State Commission will be on March 20 in Sacramento.

Upcoming Events

- 3/12 "A Shared Responsibility for Children and Families,"
Video conference on redesign of California's child welfare system, sponsored by The foundation Consortium.
Locations TBA.
- 3/19 CCAFA Monthly Meeting
Strategic Planning Session: Part II
Clarion Hotel
Sacramento, CA
- 3/20 CCFC Monthly Meeting
Sacramento, CA
Location TBA
- 4/22 - Universal Preschool Summit
4/23 Hyatt Regency
Garden Grove, CA
- 4/23 Pre-Conference Staff Institute
Hyatt Regency
Garden Grove, CA
- 4/24 - State Conference for County
4/25 Commissioners, Staff and Partners
Hyatt Regency
Garden Grove, CA

CALIFORNIA CHILDREN & FAMILIES ASSOCIATION (CCAFA)
STRATEGIC PLANNING RETREAT #1

February 19, 2003 * Burbank Airport Hilton

Marilyn Snider, Facilitator – Snider and Associates (510) 531-2904 or (916) 483-9802
Gail Tsuboi, Recorder – Tsuboi Design (925) 376-9151

MISSION STATEMENT

*California Children and Families Association supports
county Children and Families Commissions
to benefit children in their first five years..*

VISION STATEMENT

California Children and Families Association will be a state
and national leader in establishing as the highest priority
the well-being of young children and their families.

CORE VALUES

not in priority order

California Children and Families Association values . . .

- | Diversity
- | Inclusion
- | Innovation
- | Commitment to the well-being of children
- | Mutual support
- | Accountability
- | Collaboration and partnership
- | Respect

WHAT'S GOING WELL WITH CCAFA?

[Brainstormed List]

- ⌘ Sharing of information
- ⌘ Camaraderie
- ⌘ Collective talent
- ⌘ Responsiveness
- ⌘ Trust
- ⌘ Collective strength
- ⌘ Coordinated sharing
- ⌘ Making our needs known – to have a voice in what is done with us, not to us
- ⌘ Opportunities to make diverse contacts
- ⌘ Peaceful transition of power
- ⌘ It's a break
- ⌘ Shoring up each other's sanity (or lack thereof)
- ⌘ Strength in numbers
- ⌘ Integrity around children's issues
- ⌘ Positive relationship with state-level partners
- ⌘ Sense of being a part of a larger movement
- ⌘ Learn from other people's mistakes
- ⌘ Ability to hear many points of view on an issue and then go forward with solid ideas
- ⌘ Affordable
- ⌘ Forum for information for people outside the Commission
- ⌘ Negotiating power
- ⌘ Joint programs
- ⌘ Joint advocacy
- ⌘ Great ED
- ⌘ Mentoring
- ⌘ Regional opportunities
- ⌘ Lack of competition with each other
- ⌘ Fun!
- ⌘ Validation
- ⌘ Commitment/investment of a core group of people
- ⌘ Shared values
- ⌘ Statewide connection
- ⌘ Collective voice
- ⌘ Outside the box – innovative
- ⌘ Breaks the potential isolation
- ⌘ See what others do good
- ⌘ Leadership opportunities
- ⌘ Frequent flyer miles
- ⌘ Free lunch
- ⌘ Stimulating
- ⌘ Forum for foundations and others to work through – as Packard Foundation and others have done for technical assistance
- ⌘ Conduit to the State Commission
- ⌘ Contacts made with multiple levels of Commission staff
- ⌘ Internally, we've had 2 years of elections and have been able to move forward
- ⌘ Group learning opportunities
- ⌘ We now have staff

WHAT'S NOT GOING AS WELL AS YOU WOULD LIKE?

[Brainstormed List]

- ⌘ Not getting enough out of meetings to justify a day out of the office
- ⌘ Lack of coordinated communication
- ⌘ Involvement is time-consuming and expensive
- ⌘ Lack of equity between different sized counties – rural and urban
- ⌘ Poor relationships between State Commission, staff and the Association
- ⌘ Lack of consistency of format of monthly meetings
- ⌘ Lack of timely communications
- ⌘ Reactive to outside circumstances
- ⌘ Web site is not user-friendly
- ⌘ Lack of sustainability of a financial plan
- ⌘ Information in cliques
- ⌘ Not in alignment with the State Commission
- ⌘ Lack infrastructure
- ⌘ Constituency makes it difficult to have an agenda that will appeal to all
- ⌘ We don't all have the same name that we call this group
- ⌘ Ethical issues of having Associates pay dues for us
- ⌘ Cumbersome process for getting things out to Commission and back to the Association
- ⌘ Caucus groups do not work well; they lack focus
- ⌘ Lack of direction
- ⌘ Not enough time creating and sharing information on what works – too much time on administration
- ⌘ Lack of history and credibility
- ⌘ No system to share best practices
- ⌘ Lack of perception of the power or clout of the Association
- ⌘ Having Associate members at the meetings – their reason being present is different
- ⌘ Lack of a mature relationship with the State Commission
- ⌘ Lack of consistent messages
- ⌘ Tendency for hierarchy to become elitist; decisions made in a vacuum
- ⌘ Difficulty for people who have full-time jobs to volunteer their time
- ⌘ Lack of a financial base – not developed yet
- ⌘ Inadequate communication between the committees and the State Commission
- ⌘ Lack of priority setting
- ⌘ Lack of time for informal discussion and input
- ⌘ Lack of accessibility to the decision-making process of the Association
- ⌘ Meeting facility is not adequate – needs to be improved
- ⌘ Lack of outcomes in meetings
- ⌘ Lack of common consensus of what the Association will do
- ⌘ Lack of statewide stature as an effective advocacy organization
- ⌘ Lack of follow-through on communication to assure distribution
- ⌘ Lack a clear vision to sustain the Association
- ⌘ Election process continues to be negative

- ⌘ Newness
- ⌘ Lack long-term viability
- ⌘ Lack of opportunity for exchange
- ⌘ Lack of new out-of-the-box ideas – don't have non-traditional ways to interact
- ⌘ Time and cost for rural counties to participate
- ⌘ Cumbersome communication
- ⌘ Duplication of regional meetings
- ⌘ Lack of strategic decision-making
- ⌘ Lack of buy-in in “real dough” of county commissions
- ⌘ Lack of using monthly meetings for sharing best practices, program development and advocacy

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A POSITIVE IMPACT ON CCAFA IN THE NEXT 3 YEARS?

[Brainstormed List]

- ⌘ Improved economy
- ⌘ Increased understanding by the public of the importance of 0-5 years
- ⌘ Fiscal reform in California
- ⌘ Brand recognition
- ⌘ Able to show our programs due to the history and drive for accountability
- ⌘ Successes of the programs are recognized externally
- ⌘ Improved relationships with private foundations, working in partnerships
- ⌘ Federal support of early education
- ⌘ Recognition that the principles of First 5 really work
- ⌘ State budget could provide opportunities to create new partnerships and have more negotiating power
- ⌘ Research
- ⌘ Recognition of the value of Prop 10
- ⌘ Increasing recognition of the system being broken – recognition of a need for a systems change
- ⌘ Local control
- ⌘ New governor/election
- ⌘ Commissions are models of new ways of doing business and will be looked to as examples
- ⌘ Relative stability of our funding source in an unstable economy
- ⌘ Increase in diversity of population and acceptance of this change
- ⌘ Demographic changes, e.g. dominance of Latino culture, will influence how we do business
- ⌘ Language of the legislation

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A NEGATIVE IMPACT ON CCAFA IN THE NEXT 3 YEARS?

[Brainstormed List]

- ⌘ War
- ⌘ Continued decline of the economy
- ⌘ Diversion of funds to Homeland Security
- ⌘ Increase in cigarette tax without a decrease in smoking
- ⌘ Pressure from county supervisors and other elected officials to fund certain programs
- ⌘ Brain development message is lost
- ⌘ Child care challenges
- ⌘ Mimicking the systems we are not happy with
- ⌘ Challenge of providing wrap-around services for services that no longer exist
- ⌘ Language of the legislation

- ⌘ Parents not being knowledgeable and supportive of the child care system
- ⌘ Some program outcomes won't be successful and we will not choose to continue funding
- ⌘ State and national foundations losing interest in us
- ⌘ Continuing to fund gaps with grants
- ⌘ Don't get into sustainable models for funding
- ⌘ Perception that we have bottomless pockets and can solve everyone's financial crisis
- ⌘ President Bush
- ⌘ Continue to rely on top-down models that are not sustainable
- ⌘ Repeal efforts by tobacco companies
- ⌘ Internet sales
- ⌘ Shifting demographics
- ⌘ Emotionally charged initiative process
- ⌘ Money-driven initiative process
- ⌘ Possible discontinuation of extra allocation to the small commissions
- ⌘ Increase in unemployment
- ⌘ Misplaced priorities in state and federal government
- ⌘ Aging of a large percentage of the population
- ⌘ Lack of respect for diversity
- ⌘ Bittersweet relationship with First 5 – especially for people who get laid off
- ⌘ The move toward testing
- ⌘ The climate of fear
- ⌘ Threat of honest dialogue about what's really happening behind the scenes
- ⌘ No infrastructure for collaboration
- ⌘ Staff and executive director burn-out and turnover as we approach the five-year mark
- ⌘ The notion that only parents are responsible for 0-3
- ⌘ Litigation
- ⌘ External pressure will not allow us sufficient time to evaluate; results are demanded for tomorrow
- ⌘ The same old bureaucratic crap!
- ⌘ Declining stock market
- ⌘ Foundations' decrease in funding
- ⌘ State and local commissions are political appointments who may have other agendas
- ⌘ Constant balance between doing what needs to be done and high-propensity voters who run the state and ballot initiatives
- ⌘ Competition between Early Childhood and K-12

BRAINSTORMED CORE VALUES FOR CCAFA:

[Brainstormed List from which the selected Core Values were developed]

- ⌘ diversity
- ⌘ humor
- ⌘ inclusion
- ⌘ responsiveness
- ⌘ fiscal responsibility
- ⌘ innovation
- ⌘ support for diverse points of view
- ⌘ asset-based
- ⌘ child-centered decision making
- ⌘ maintaining the integrity of the Act
- ⌘ enthusiasm
- ⌘ willingness to challenge
- ⌘ compassion
- ⌘ creativity

- # passion
- # commitment to the well-being of the child
- # mutual support
- # early brain development
- # learning from other models of promising practices
- # integrity
- # equity
- # ethical conduct
- # accountability
- # collaboration and partnership
- # teamwork
- # respect
- # open and honest dialogue
- # political astuteness
- # competency
- # respect for community
- # truth telling
- # continuous improvement
- # focus on vision
- # adaptability
- # focus on vision
- # adaptability
- # optimism
- # knowledge
- # family involvement
- # community development and change
- # defining and redefining quality
- # adult conflict resolution
- # social change
- # cultural awareness

NEXT STEPS/FOLLOW-UP PROCESS

WHEN	WHO	WHAT
by Feb. 21, 2003	Sherry	Distribute the retreat record to those unable to attend.
Within 24 hours of receipt	All recipients	Read the retreat record
March 19, 2003	Association members Association staff	Strategic Planning Retreat #2. <ul style="list-style-type: none"> - Review Mission, Vision, Core Values - Develop Three-Year Goals - Develop Key Performance Measures for each Three-year Goal <ul style="list-style-type: none"> - Develop Six-Month Strategic Objectives for each Three-Year Goal - Identify and adopt a Follow-up Process

Annual Statewide Conference of County Commissions 2003 Potential Workshop Presenters & Topics


Updated: 2/26/2003  = recommended for 1 hour Roundtable
Total workshops = 22 (2 hour sessions) **Roundtables = 5 (1 hour sessions)**


#	Name /Contact Info	THEME : Early Childhood Education TOPIC	Day 24/25
1.	Sarah Neville 916 324-7780 (possibly to include Jennifer Kagiwada, Center for Child Care Workforce, Elizabeth Burr and others)	"Supporting a Continuum of Quality Child Care" Training and retention of child care providers/early educators; comparison of county strategies; summary of 6 training pilots; update on CARES evaluation	
2.	Maria Raff Alameda County CFC (510) 667-3960 Lisa Bradford, and Packard Foundation reps.	"Local Commission Involvement in Facilities Development"	
3.	Pat Phipps, Ed.D. Executive Director California Association for the Education of Young Children 4400 Auburn Blvd. Suite 100 Sacramento, CA 95841 916-486-7750 ext. 203 fax 916-486-7765 phipps@caeYC.org	"Quality Care and Accreditation: How to make the Models Fit for Your Community" Standards and Accreditation: Outcomes of NAEYC Accreditation Program	
4.	Early Learning Institute, Sonoma State, SEEDS, parents, disability activists and others	"Voices of Inclusion: Inclusive Childcare and Preschool Programs, and Support Strategies for Parents of Children with Special Needs"	

#	Name /Contact Info	THEME : Parenting and Family Support Topic	Day 24/25	Fee /No Fee
1.	Anne Molgaard & Mendocino CFC 707 462-4453 and others	Working with Native American Families		
2.	Rafael Lopez, Kathy Stafford, Christina Rodriguez de la Mar, 8 Civic Engagement Reps and others	Models for Parent Engagement – Panel Civic Engagement, & others		
3.	Deanna Gomby, local Commission representatives	Opening New Doors; Home Visitation Approaches improving School Readiness		

#	Name /Contact Info	THEME : Family Health Topic	Day 24/25	Fee/ No Fee
1.	County Commissions implementing Universal Coverage (Santa Clara, SF, San Mateo, others) MediCal Policy Institute	Expanding Health Care; from Reforms to Universal Coverage; Strategies for systems change		
2.	Partnership for a Smoke Free America-Families “Fresh Start” Families	Best practices in Smoking Cessation programs and environmental assessments		
3.	Dr. Karla Damus March of Dimes Disabilities and Prevention	Prenatal Impacts on Brain Development	Pref.24 p.m., 25 ok	
4.	CA Dept of Health Services Charleen Gorrell (916) 324-1741	Childhood Asthma Initiative ; What have we learned from experience of participating counties ?		
5.	Children and Family Futures - National Center on Substance Abuse and Child Welfare Sid Gardner –President (714) 505-3525 www.cffutures.org	Impact of Alcohol and Other Drugs on Young Children and School Readiness: Update on latest findings and organizing strategies		

#	Name /Contact Info	THEME : Preparing the Schools for Children Topic	Day 24/25	Fee/ No Fee
1.	K teachers, Superintendents, Teacher Union reps., principals Kelly Pijl, Mike Ruane	How to Get Schools Ready for Children ; Building Partnerships with School Districts		

#	Name /Contact Info	THEME : Building Strong Programs	Day 24/25	Fee/ No Fee
1. 	Ginger Swiggart, El Dorado Regional School Readiness Coordinators	School Readiness Partnerships; Connecting your Region		
2. 	Lane Macy, Connect Orange County , Jaime Cook-Tate-Ventura First 5 Karen Blinstrub	Building an AmeriCorps School Readiness Program		
3.	Institute for Early Childhood Professional Development & Center for Learning Achievement Yolanda Garcia ygarcia@wested.org	"Bringing new partners together:Building Quality Services" Integrated Approach to Strategic Planning re: Inclusion and Professional Development with School Readiness		
4.	Abby Thorman, Ph.D Executive Director, Metropolitan Council on Child Care	Early Childhood Education Systems Development		
5. 	UCLA Dr. Barry Zuckerman	"Reach out and Read" Project		
6.	Kurt Yeager, Dean Coric, Karen Roper Mike Ruane	Collaborating with Faith Based Initiatives What does the law tell us about this?		

#	Name /Contact Info	THEME : Evaluating Our Efforts Topic	Day 24/25	Fee/ No Fee
1.	Evaluation Workgroup Donna Spiker, Shari Golan, panel of local commission reps	Off to a Good Start: The First 5 School Readiness Initiative Evaluation		
2. 	Don Taylor CCFC	Effective Use of Geographic Information Systems	p.m.	

#	Name /Contact Info	THEME : Effective Advocacy Topic	Day 24/25	Fee/ No Fee
1.	David Bonfilio Marin County Commission, Sacramento American Cancer Association & others	Advocacy Strategies: What can we learn from Heart Association, Lung Association, and Cancer Society		
2. 	Roy Behr	Changing Public Opinion		
3.	Phil Isenberg, Christina Altmayer, others	State Budget, Prop.10 Revenues, funding Forecast Model: updates and strategies		

#	Name /Contact Info	THEME : Commissioners Topic	Day 24/25	Fee/ No Fee
1.	Sherry Novick / CCAFA	Developing a Commissioner Advocacy Network Commissioners as Leaders: Planning for Diminishing Resources		
2.	Rafael Lopez /Karen Blinstrub	"Equity Principles: Implementation Plan at County level - From Theory to Action"		
3.	Chris Calvin CA Chapter Academy of Pediatrics Mike Ruane	Commissioners who are in Health Professions		

**THE CALIFORNIA CHILDREN & FAMILIES COMMISSION
FIRST 5 CALIFORNIA
ANNUAL REPORT
Fiscal Year 2001-2002**

**You can view and/or print this report by visiting their
website**

www.ccfc.ca.gov

First 5 Commission of San Diego

Item 7

Public Hearing

Strategic Plan 2003 – 2006

Overview:

The Strategic Plan, for July 1, 2003 to June 30, 2006, will provide Commissioners with a framework for choosing funding priorities and for evaluating the Commission's impact over the next three years. Commissioners and TPAC members have had the opportunity to review and comment on drafts of the Strategic Plan for 2003-2006 over the last several months. The Strategic Planning Committee, which includes Commissioner Colling, former Commissioner Ryan, five TPAC members and staff, has carefully considered all of the comments provided. By law, the Commission is required to open a public hearing to receive comments from the public. After receiving public comment, the Commission will be asked to approve the attached Strategic Plan for 2003-2006.

Discussion:

Community Input

During 2002, the Commission convened 17 community conversations throughout the county to solicit input from community members on issues affecting the early development of young children. Over 500 parents and providers participated in the conversations, the results of which were shared with the Commission over the course of the year.

In addition, staff recently solicited input from several professional groups including the Pediatric Leadership Council, the Early Childhood Mental Health Committee, the Child Care Planning Council and School Health Innovative Programs (SHIP). The Strategic Planning Committee has seriously considered the input from the community conversations and the professional groups in the crafting of the Strategic Plan.

Strategic Plan Modifications (see attached summary of comments)

Vision: At the February TPAC meeting, members were provided several options for revising the vision based on the discussion that occurred at the January 27, 2003 Commission Retreat. Members discussed the various suggestions, but decided they preferred the vision that the Strategic Planning Committee members had spent several months discussing and crafting. The recommended vision

is that, "Every child in San Diego County will enter school ready to learn."

Priority Result Criteria: Based on the discussion at the January 27, 2003 Retreat, the Strategic Planning Committee is recommending the deletion of the criterion that stated, "The result does not duplicate or supplant the responsibilities of other entities."

Unsolicited Grants: Based on discussion at the January Retreat the committee is recommending the deletion of the statement that unsolicited grants will not be accepted. The sentence on how funds will be allocated has been modified to state, "First 5 Commission of San Diego funds will be allocated to:

Commission initiatives, to support the local Commission's priority results, innovations, and State Commission or other initiatives." (page 16)

Indicators: Staff recommended to TPAC that the list of indicators provided by the State Commission Evaluation Team be used as the basis for choosing indicators for the local strategic plan. The State Evaluation Team, led by the Stanford Research Institute (SRI), has conducted an extensive indicator review and has surveyed Prop 10 Commissions to determine what Commissions believe are the most important indicators to track. The State Indicator list provides 72 potential indicators.

During TPAC's indicator discussion on February 10, members recommended the deletion of four indicators. At a subsequent half-day workgroup meeting, the workgroup recommended the deletion of 41 additional indicators, leaving 27 recommended for the strategic plan. Workgroup participants included one TPAC member, Evaluation Leadership Team members, grantees, staff and consultants.

Subsequent to the workgroup meeting, the Strategic Planning Committee decided to refine the indicators further to delete those that it's unlikely the Commission will ever fund or impact. As a result, eight more indicators were deleted by staff, leaving 19 recommended strategic plan indicators. The attached report and tables describe the selection process and the recommended indicators.

TPAC Statement:

At the February 10, 2003 meeting, the Technical and Professional Advisory Committee recommended that the Commission use the vision first recommended by the Strategic Planning Committee because it is simple, easy to remember and succinctly expresses the Commission's primary goal. The recommended vision is that, "Every

child in San Diego County will enter school ready to learn.”

Understanding that the indicators could be further revised, TPAC supported the recommended indicators recognizing that indicators could also be added and refined through the Implementation and Allocation process.

Staff Recommendation:

1. Open Public Hearing
2. Receive public comment.
3. Approve the First 5 Commission of San Diego’s Strategic Plan for Fiscal Years 2003 – 2006.
4. Authorize the Executive Director to submit the annual reports to the State.

Fiscal Impact:

None.

Commission Meeting, March 10, 2003

**FIRST 5 COMMISSION OF SAN DIEGO
STRATEGIC PLAN
JULY 2003 – JUNE 2006**

Commission Members 2002

Technical and Professional Advisory Committee

Leadership Teams

Civic Engagement

Evaluation

Literacy

School Readiness

Contents

Proposition 10: The Opportunity	4
The Strategic Planning Process.....	5
Vision, Mission and Values	6
Operating Guidelines	6
Assessing Community Needs and Priorities	7
Planning for Results.....	11
Ongoing Community Engagement.....	14
Collaboration and Integration.....	15
Allocation of Resources	16
Evaluation	18
Notes.....	20

Appendix

Potential Indicators for Evaluation

Proposition 10: The Opportunity

The California Children and Families Act (Proposition 10) was passed by voters in November 1998. This statewide ballot initiative increased the tax on cigarettes and tobacco products. The revenue is being used to provide comprehensive, integrated systems to promote early childhood development from the prenatal period to age five. Health, child care and parent education programs are funded at the county level to best meet local needs as determined by each community. The intent is for all children to be healthy, to be cared for in strong and supportive environments, and to enter school ready to learn.

The Commission, TPAC and Leadership Teams

In December 1998, the San Diego County Children and Families Commission was established to implement the Act on a local level. The Commission consists of five members appointed by the County Board of Supervisors: a member of the Board of Supervisors, the Director of the Health and Human Services Agency, an officer of an appropriate County function, and two members at large. Working closely with advisory committees and the community, the Commission adopts a Strategic Plan, selects priority results for improving the lives of children and families, and oversees the implementation of the Strategic Plan, including funding activities.

The Commission is advised by a 15-member Technical and Professional Advisory Committee (TPAC) of professionals representing many diverse segments of the local community, including parents, health care providers, child development specialists, researchers, community-based service providers, and educators. Their role is to inform the Commission about community needs, existing resources, research and best practices, and to advise the Commission concerning the Strategic Plan.

Leadership teams also support the work of the Commission with special community expertise concerning large and long-term initiatives. The leadership teams, made up of 10 to 15 individuals, advise the executive director and help design, guide and evaluate the implementation of the initiative. Currently there are four leadership teams, supporting civic engagement, literacy, school readiness and evaluation.

A New Name for the Commission

In 2002, the California Children and Families Commission adopted the name "First 5 California." The purpose for this change was to communicate that the State Commission is dedicated to improving the lives of California's children in their first five years of life. In October 2002, the San Diego County Commission adopted the new name "First 5 Commission of San Diego" to better reflect its focus.

The Strategic Planning Process

In early 2000, the Commission produced its first *All 4 Kids* Strategic Plan, which addressed initial priorities and longer-term infrastructure development activities such as building partnerships and establishing evaluation, data and reporting systems. The first year of operations under this Strategic Plan included discussion, information gathering, priority setting, and funding activity. Lessons learned helped the Commission and the community clarify goals and methods for maximizing the opportunities offered by Proposition 10. The Commission's second Strategic Plan for 2001 to 2003 built on the accomplishments, infrastructure and wisdom developed under the first year's plan. As it worked to meet the goals of its second Strategic Plan, the Commission broadened its community engagement, improved funding processes, fostered collaboration among community agencies, developed an evaluation plan, and moved towards more focused, results-based planning.

This Strategic Plan for fiscal years 2003/4 to 2005/6 reflects the growth and progress achieved through three years of work, commitment, and shared experience aimed at improving the lives of children and families. The plan is the result of extensive dialogue among Commissioners, TPAC members, community members throughout the county, content experts, and public and private agencies. A committee of Commissioners, TPAC members, leadership team members and staff compiled the plan. This committee reviewed the Strategic Plan for 2001 to 2003 and modified or added sections as needed to clearly present the Commission's plans for the next three years. Their planning process included:

- # Defining the vision, mission, values and operating guidelines for the Commission's work
- # Assessing the needs of children and families in San Diego County, and the values and priorities of the community
- # Establishing criteria for setting priorities at each stage of the planning process
- # Choosing priority results to guide Commission activities
- # Setting guidelines for allocating Commission funds and other resources
- # Identifying indicators of success.

This Strategic Plan is a framework to guide how the Commission will approach its work. Specific priority results, strategies and funding are described in the Implementation and Allocation Plans. All three plans are reviewed annually. Strategic planning is an ongoing process, and the Commission will continue to rely on public input to determine pressing needs and develop realistic solutions.

Vision

Every child in San Diego County will enter school ready to learn.

Mission

The First 5 Commission of San Diego provides proactive leadership to achieve this vision by:

- ⌘ Funding services through grantmaking to achieve priority results
- ⌘ Advocating for policy change at local, state and national levels
- ⌘ Acting as a catalyst and leader for coordinating and integrating existing resources
- ⌘ Building community capacity and infrastructure to support families

Values

As it makes decisions and determines directions, the Commission holds to these values:

- ⌘ We are committed to the success of all of our children.
- ⌘ We support the role of parents as the child's first teachers.
- ⌘ We embrace the diversity of San Diego's communities.
- ⌘ Our communities possess our greatest assets and their participation is essential to our success.
- ⌘ The Commission and the community are mutually accountable to our children.
- ⌘ Readiness to learn includes physical, mental, social, emotional, and developmental well-being.

Operating Guidelines

The work of the Commission, in all of its roles, is shaped by the following guidelines, developed with the participation of the community:

- ⌘ Open and inclusive processes
- ⌘ Seamless, family-focused systems
- ⌘ Responsiveness to the needs of all children
- ⌘ Culturally competent approaches
- ⌘ Prevention and early intervention
- ⌘ Partnership and collaboration
- ⌘ Proven programs and innovations
- ⌘ Prioritization, allocation and leveraging of resources for maximum results
- ⌘ Promotion of no-cost and low-cost solutions
- ⌘ Community and intergenerational solutions
- ⌘ Measurable and sustainable results

Assessing Community Needs and Priorities

San Diego County's economic, social, demographic, healthcare and education environments are undergoing rapid changes. Assessing the needs of San Diego County's children and determining the community's priorities for funding is a continuous process to ensure that Proposition 10 funds are effectively used to support positive change. The Commission maintains current knowledge of community needs and priorities by:

- ## Assessing County data on community-wide trends
- ## Conducting community conversations to directly ask community members about values, needs, and priorities
- ## Encouraging public comment at all TPAC and Commission meetings
- ## Convening leadership teams or ad hoc committees focused on specific issues
- ## Soliciting research or in-depth reports from experts in areas such as education, parenting, health, and evaluation
- ## Incorporating information from other organizations' needs assessment, asset mapping and civic engagement activities.

San Diego County Data and Trends

San Diego County is the third most populous county in California and ranks sixth in population of all metropolitan areas in the United States. The County contains 18 incorporated cities, 43 school districts, and 3,600 square miles of unincorporated area, a complex and often overlapping patchwork of jurisdictions that provide services for children, families, and communities.

Of the almost three million people living in the County, approximately 240,000 are children under age six. Almost 19% of the County's population are immigrants who come from other countries, and our residents speak 68 different languages. According to census data, 36% of San Diego County's children ages 5 to 17 speak a language other than English at home; of these, 29% live in homes where no one over age 14 speaks English "very well."ⁱ

The following chart shows the ethnicities of our children under age six and the projected percentages of the ethnic groups for the year 2020.

**San Diego County Children Ages 0 through 5
2000 and 2020ⁱⁱ**

Ethnicity	2000	2020 Estimate
Total number of children	240,000	327,000
White	42 %	33%
Hispanic	42%	51%
Black	6%	5%
Asian	10%	11%
Native American and Other	less than 1%	less than 1%

San Diego County data on children 0 to 5 present some striking statistics:

- # Over 17% of children under age six live in poverty, as defined by the federal poverty level, and almost 43% live in families with incomes that are below 200% of federal poverty levels.ⁱⁱⁱ
- # Almost 20% of mothers delivering infants in San Diego County do not receive prenatal care in the first trimester.^{iv}
- # Of every 1,000 babies born in San Diego County, 28 are born to teen mothers ages 15 to 17. The teen birth rate for Hispanics is over 64 per 1,000 babies born.^v
- # Approximately 5% of children have at least one sensory, physical, mental or self-care disability.^{vi}
- # Tooth decay is the most common well-child diagnosis in the San Diego County Child Health and Disability Prevention (CHDP) program. However, only 56% of California's preschool children have visited a dentist.^{vii} Our county has only 38 pediatric dentists and fewer than 200 general dentists who treat children ages 0 to 5. Of these, an estimated 20% accept Denti-Cal patients.^{viii}
- # Rates of childhood overweight and physical inactivity are rising. Although there is little information on children ages 0 to 5, data show that, among school children in San Diego County's assembly districts, between 17% and 36% of children are overweight and at least 25% are unfit.^{ix}
- # An estimated 133,000 children under age six in San Diego County need child care, but child care subsidies for low-income families are inadequate to meet the need. Approximately 59,000 children ages 0 to 5 are cared for in unlicensed or provider-exempt arrangements^x, and at least 40% of subsidized provider care chosen by CalWORKS parents is with license-exempt relatives or friends.^{xi}
- # For families earning \$30,000 per year or less, typical costs for infant care in a licensed child care center would consume 25% of their income.^{xii}
- # The turnover rate for child care staff in San Diego County is estimated at over 30% annually, a rate that negatively affects quality of care.^{xiii}
- # An estimated 422,000 adults living in San Diego County cannot read and write well enough to meet everyday needs. Children's literacy levels are strongly linked to the educational level of their parents.^{xiv}
- # Every year, over 37,000 children in our county enter public kindergarten.^{xv} Although preschool experience is known to improve school readiness, the majority of children entering kindergarten have not attended preschool. Many have not been exposed to other experiences to prepare them socially and cognitively for school.^{xvi}
- # Observational data on preschoolers indicate that between 4% and 6% have serious emotional and behavioral disorders. Studies show that the emotional, social and behavioral competence of young children predicts their academic performance in first grade, over and above their cognitive skills and family backgrounds.^{xvii}

Community Conversations

As part of its ongoing community inclusion efforts, the Commission conducts a minimum of twelve community conversations each year. These conversations, held at locations throughout the county, directly solicit input from the community on issues of importance. Reports of all community conversations are sent to the Commission and TPAC to guide them in their decision making. In addition to regular conversations, thirteen additional conversations were held specifically to assist with planning for this Strategic Plan. The conversations were held in partnership with the San Diego County Commission on Children, Youth and Families and the San Diego County Child Care and Development Planning Council.

Over 300 participants (48% of them parents) attended the conversations. Translation was provided in eleven languages. Community members discussed specific questions framed to elicit their values and priorities and to identify institutions, resources and groups important to families. A Commissioner, TPAC or staff member, or other community partner facilitated each conversation, and Commissioners and TPAC members attended the conversations.

Public Comments at Commission and TPAC Meetings

The Commission and TPAC meet monthly. All meetings are public, and every agenda presents the opportunity for public comment on items on and off the agenda. Every quarter, the TPAC meeting is held at a community site, rotated by region. Additionally, the public is invited to provide comments to the Commission by mail, fax, e-mail, or voice mail. The Commission welcomes and encourages these avenues of public communication as a means of keeping informed about needs and priorities.

Incorporating Information from Other Needs Assessments

During the strategic planning process, the Commission and TPAC received findings from other community strategic planning efforts for health and human services programs, as well as information submitted by community individuals and agencies regarding specific problems, existing community programs and resources, and best practices. Examples of these other resources are the San Diego County Health and Human Services Agency Strategic Plan, the Community Health Improvement Partners health needs assessment, and the San Diego County Child Care and Development Planning Council needs assessment.

Common Themes

Beginning with the Commission's first strategic planning process, and continuing through all of the community conversations since then, several themes remain strong. These themes have been consistent across all of our communities:

- ## Children are born ready to learn. We must provide them with a home and a community environment that will support and encourage them.
- ## Communities want services and support systems that are located in neighborhoods, culturally sensitive to the people being served, and locally controlled by community members and collaboratives.
- ## Programs must access the traditional institutions that are an integral part of the community experience. Staff, providers, teachers, administrators and policy makers must reflect the population served.

- # Home visiting programs providing health care, early assessment of problems, parent education and referral to resources can greatly enhance readiness for school.
- # An abundance of outstanding resources, programs and services exist in our County, and many of them have developed successful collaborations for serving their communities.
- # Community members represent a wealth of untapped human resources, available to work hard at planning, outreach, and education.
- # The entire community has a responsibility to make children a priority and to ensure that our children enter school ready to learn.
- # Parent education and support are most important. We should “support the parents to support the child.”
- # We need better partnerships and relationships among parents, schools, and teachers. Many parents are not involved in their children’s education and feel unwelcome at schools.
- # The business community can greatly support parents and children through family friendly policies and practices and support of schools. They can be powerful partners in achieving Proposition 10 goals.
- # San Diego County has significant deficiencies in housing, transportation, health insurance, and child care. We need to expand eligibility for existing public programs to include families who don’t qualify for subsidies but can’t afford to pay on their own.

PLANNING FOR RESULTS

The First 5 Commission of San Diego County has adopted a results-based approach to guide its activities. This approach bases planning and evaluation on the results the Commission wishes to achieve for children and families. Results-based planning defines:

- # **Results:** What conditions do we want to improve for children and families?
- # **Strategies:** What can we do that we think will work?
- # **Indicators:** What can we measure to show us what we're doing is working?

The Commission envisions a single, over-arching result:

Every child in San Diego County will enter school ready to learn.

This result guides all local decision making for funding, collaboration and advocacy.

Ensuring that every child achieves school readiness requires that

- # Children are physically healthy
- # Children are socially and emotionally healthy
- # Children are cognitively developing appropriately
- # Families, communities and systems support children's readiness

These conditions, or categories, offer a useful framework for the Commission as it considers what specific results it can most effectively accomplish. Not every community need can be met by Commission funding. Since the inception of Prop 10, the Commission and community have emphasized the importance of choosing to do a few things well, rather than spreading precious funds over a broad range of activities. Each year the Commission has worked to refine its priorities. It will continue to select specific, focused priority results that lead to school readiness.

Criteria for Choosing Priority Results

To choose its priority results, the Commission uses the following criteria, based on its values and operating guidelines as well as guidance from the community:

- # The result is consistent with the focus and intent of Proposition 10 and the First 5 San Diego Strategic Plan
- # The First 5 Commission can credibly make a difference.
- # The result affects a considerable number of children and families.
- # The result is easily understood.

Choosing Strategies for Priority Results

The Commission will work closely with TPAC, the leadership teams and the community to determine the strategies or activities to achieve its priority results, using the Strategic Plan as a framework. For each result, the Commission will determine its most appropriate role as

outlined in its Mission – funding services, advocating for policy change, coordinating and leveraging existing resources, developing infrastructure, and building community capacity. An Implementation Plan, describing the priority results and strategies, will be developed. This plan will be reviewed annually.

Indicators

The Commission is strongly committed to accounting for results as measured by practical and accessible data. The State Commission has developed a list of recommended indicators that will be used to measure results statewide. The First 5 San Diego Commission has selected some of these indicators to assess broad local results. More specific indicators have been identified for the priority results and strategies in the Implementation Plan.

To the extent possible, both broad and specific indicators will be chosen according to the following criteria:

- ## They are easy to understand
- ## They are reliable measures of the chosen results
- ## They are aligned with or support First 5 California indicators consistent with local priorities
- ## They use data that are not difficult to collect and track, or they represent important areas for development of new data sources
- ## They use data that are available at more than one level
- ## They use data that can be analyzed by county region, race, ethnicity or language.

The Commission will continue to work with the community, TPAC, leadership teams and evaluation experts to identify additional indicators as needed to measure progress towards achieving local priority results.

State Commission Initiatives

First 5 California has developed specific, long-term initiatives that aim to achieve results for children and families on a statewide basis. First 5 California provides matching funds, technical assistance, public information campaigns and other resources to support counties' participation.

These statewide initiatives offer valuable opportunities for leveraging funds and resources to impact children and families throughout the state. As future State Commission initiatives become available, the First 5 Commission of San Diego will consult with TPAC, the leadership teams, the community and grantees to determine whether:

- ## The initiative meets San Diego Commission's "Criteria for Choosing Priority Results"
- ## The initiative is consistent with the local Commission's established Implementation and Allocation Plan
- ## Funds are available to support local implementation.

A Lasting Legacy

Ultimately, the Commission aims to leave a lasting legacy to the children and families of San Diego County. This legacy must go beyond program sustainability and focus on long-term outcomes for children and families. It will include:

- # A vision and commitment shared throughout the community that children will enter school ready to learn
- # Strong partnerships and networks among communities, parents, providers, businesses, schools and government to ensure that the vision is realized
- # Parents who have the skills, confidence and support to nurture their children and are actively engaged in planning and decision-making for their communities
- # Community organizations and service providers that are effective and focused on results
- # Public policy and systems that are family-focused and responsive to the community.

ONGOING COMMUNITY ENGAGEMENT

Through ongoing community engagement efforts, the Commission maintains broad community relationships and seeks public guidance and input regarding assets, needs and priorities. For advice or assistance in resolving difficult issues such as priorities and directions, the Commission engages community partners such as parents, residents, educators, public safety groups, health and child care providers, associations, faith communities, grantees and advocacy groups.

Civic Engagement Leadership Team

The Civic Engagement Leadership Team guides the Commission's community involvement and inclusion in all planning and evaluation. Their goal is to truly integrate the community into the work of the Commission. The team, chosen for their geographic, ethnic and professional diversity, includes County officials, a Commission member, TPAC members, and representatives of the community throughout all six County regions.

Community Inclusion Plan

Through early work with the Civic Engagement Project and the Results for Children Initiative, the Commission identified the need for a clear plan to provide structure and cohesion to all of its community engagement activities, including ongoing conversations, community events, and newsletters and a website to inform the public about Proposition 10 activities or opportunities. The Civic Engagement Leadership Team developed *Hand in Hand 4 Kids: A Community Inclusion Plan*, which guides outreach, engagement, media relations and public information sharing activities.

COLLABORATION AND INTEGRATION

As reflected in its mission and operating guidelines, the Commission is committed to bringing together existing community resources to benefit children and families. The community-based approach and funding capabilities of the Commission give it a unique potential for acting as a catalyst for collaboration and integration of child and family services across traditional lines. The funding process will be a key component for fostering partnerships, utilizing existing collaboratives, and encouraging new linkages to achieve this integration.

The Commission will also ensure that it coordinates with other governmental and non-governmental organizations to achieve mutual goals. This may include, for example, partnering for civic engagement and planning activities or sharing of resources to achieve large, countywide results.

ALLOCATION OF RESOURCES

Revenue allocations from the State Commission will be used for new services or to supplement existing levels of service, not to fund existing levels of service. No money in the California Children and Families Trust Fund will be used to supplant state or local general fund money.

Funding will reflect the goals and priorities identified by the Commission as guided by the Strategic Plan. In all funding decisions, the Commission will balance considerations of priority area, outcome, geographic distribution, and ethnicity. When appropriate, funds will be used to leverage additional public and private support for long-term continuing services.

Funding Principles

The following principles will continue to guide the Commission as it oversees the use of Proposition 10 funds:

- ## **Responsibility:** Proposition 10 funds present an opportunity to improve the lives of our children, and the money must be spent wisely.
- ## **Accountability:** The funding process will be open and inclusive, and all financial reports will be public documents.
- ## **Prioritization:** Proposition 10 funds cannot meet all of the needs of the County's children. Funding must be directed to a few specific priorities.
- ## **Leveraging:** Funds can be optimized by supplementing, pooling or matching existing resources.
- ## **Low-cost or no-cost solutions:** The Commission can use its formidable human and institutional capital to effect system change at little financial cost.
- ## **Adequate support:** Activities to achieve important outcomes may require extended funding periods and support.

Through community engagement, ongoing review of progress and response to challenges, the Commission will continue to develop and refine its funding principles and priorities. Critical to success is the ability to adjust programs and distribution of resources as necessary.

How Funds Will Be Used

First 5 Commission of San Diego funds will be allocated to:

- ## Commission initiatives, to support the local Commission's priority results, innovations, and State Commission or other initiatives
- ## Administrative funds, including funds for public information and education. Administrative funds will also support evaluation of funded activities, community-level results and Commission operations, as well as technical assistance to grantees. Administrative costs will be kept as low as possible commensurate with responsible management of a comprehensive, countywide program.

Any excess revenue or unallocated funds will be placed in a sustaining reserve to stabilize funds and extend support for priority results.

Funding Processes

Funding processes, award amounts and funding terms will be used as appropriate to the specific priority result. Funds may be awarded through Requests for Proposals, Requests for Grant Applications, contracts, mini-grants, planning grants, or other funding mechanisms. As feasible, the Commission will establish consistent, predictable grant cycles.

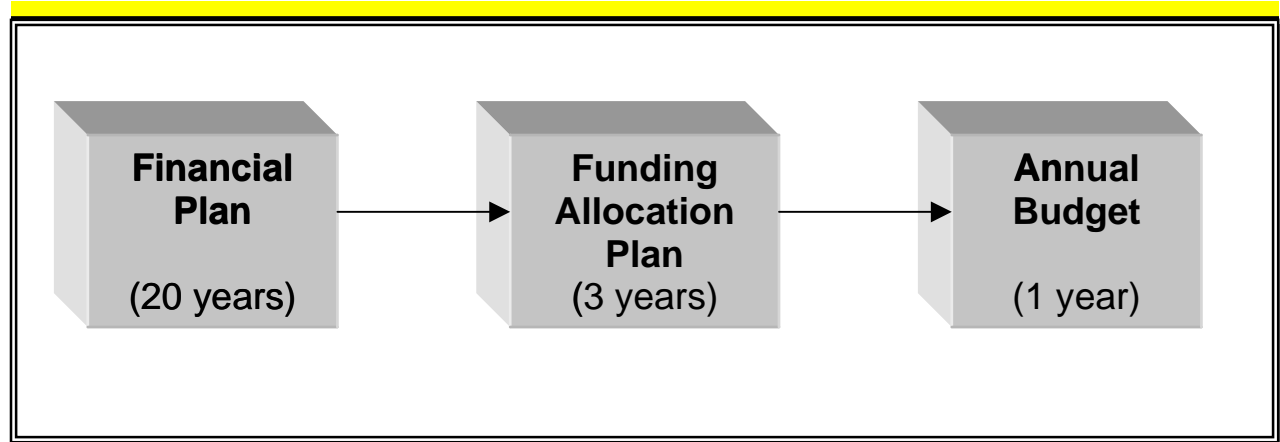
Financial Planning

Three financial plans, guided by the Strategic Plan, will be maintained by Commission staff.

- # A long-term financial plan will provide a long-term framework for funding strategic priorities. It is expected that Proposition 10 funding will decrease over time. To stabilize funds and extend them over a longer period, Proposition 10 funding not allocated as part of the annual budget process will be invested in a sustaining reserve fund designed to maintain service levels for twenty years. This period will allow for long-term evaluation of children reached through First 5 activities as they enter adulthood.
- # A funding allocation plan, extending over three years, will allocate total funding to programs or categories of services.
- # An annual budget will develop specific forecasts and expenditure plans by revenue and expense account.

Each of these plans will be updated and approved by the Commission annually. The Commission will continue to seek advice on finance and investment strategies from private, community, business, foundation, and academic experts.

FINANCIAL PLANS



EVALUATION

The Commission and the community are mutually accountable to the children of San Diego County for effective use of Proposition 10 funds to achieve school readiness. Working with the community, the Evaluation Leadership Team, and State and local evaluators, the Commission will ensure that results-based evaluation is an integral part of all of its planning and activities.

Evaluation Plan

The principles that govern all evaluation activities are outlined in the Commission's evaluation plan, *Results 4 Kids: Numbers and Stories*. This plan, developed by the Civic Engagement Leadership Team, is a guide for the Commission, the community, and the experts who work with them. It describes the why, what and how of measuring the results of Proposition 10 activities, and states the Commission's commitment to including the community in evaluation planning, implementation and interpretation.

As indicated by the title of its evaluation plan, the Commission believes that measuring and clearly describing results require both "numbers" and "stories." Numbers report what can be counted: how many families are better off, or what percent improvement is shown in target areas such as health, child care or literacy. Stories present the rest of the picture: why programs work, impacts on the lives of children and families, changes in the community, and new ways of doing government business.

Results 4 Kids details:

- # The principles that guide evaluation: open, honest, simple, meaningful and inclusive processes
- # The levels of evaluation: community-level results, funded programs, community capacity building, and Commission operations
- # Evaluation methods that will be integrated at all stages of planning, community involvement and funding
- # Coordination of efforts with other governmental and non-governmental organizations
- # Ongoing community participation in setting priorities, choosing results and indicators, and gathering data
- # Reporting of results to the State and county commissions, the community, potential partners, and child and family professionals.
- # The resources that will be provided for evaluation, including leadership, staff, expert help, and technology.

Long-Term, Community-Wide Evaluation

The Commission is committed to accounting for results as measured by practical and accessible data. Evaluation experts have assisted the Commission and the Evaluation Leadership Team through in-depth research on community-wide indicators for priority results. Their focus was on choosing indicators that are easy to understand and that can be analyzed to show results in various communities or regions. When possible, indicators will use data already available from existing sources. The Commission will collaborate with other data gathering efforts, such as the County Child and Family Health and Well-Being Report Card, the United Way Community Impact Survey, and other local and state children

and families reports. These community-wide indicators typically show results over the long term.

Evaluation of Funded Projects

Commission-funded projects are evaluated on their accomplishments and shorter-term results. Applicants for funding are required to describe how they will evaluate achievement of results as related to the identified priorities. Commission staff work with grantees to identify appropriate evaluation measures and to develop evaluation skills. A comprehensive data system will be established to enhance the consistency and accuracy of information from funded projects. The data will be used to evaluate the rate of progress towards the identified results, demonstrate the effectiveness of programs and services, and identify needs for improvement.

Statewide Evaluation

First 5 California will evaluate the effects of county commissions' efforts on large groups of children in the state, using community-wide indicators. Counties will report to the State Commission on those indicators addressed through their local activities. County and State evaluation activities and data will be coordinated to maximize the comparability of data across counties.

NOTES

¹ Annie E. Casey Foundation, “Kids Count.”

² San Diego Association of Governments.

³ Annie E. Casey Foundation, “Kids Count.”

⁴ Community Health Improvement Partners, “Charting the Course 2001.”

⁵ San Diego County Child and Family Health and Well-Being Report Card 2001.

⁶ Annie E. Casey Foundation, “Kids Count.”

⁷ San Diego County Dental Health Coalition. “Oral Health Report for San Diego County,” 2002, p. 8.

⁸ Survey conducted by Children’s Hospital of San Diego Anderson Dental Center, 2002.

⁹ California Center for Public Health Advocacy, “An Epidemic: Overweight and Unfit Children in California Assembly Districts,” December 2002, 5, 54.

¹⁰ Bassoff, Betty Z., “San Diego CARES Baseline Program Impact Survey: Centers,” November 2002.

¹¹ San Diego County Child Care Development and Planning Council, “Meeting the Child Care Needs of San Diego County Families, Needs Assessment Summary” January 2000.

¹² Bassoff, Betty Z., and Monica Brown, “Meeting the Child Care Needs of San Diego County Families.” San Diego County Child Care and Development Planning Council, June 1999.

¹³ San Diego County Child Care Development and Planning Council, “White Paper on Child Care Staff Compensation,” August 2000.

¹⁴ San Diego Council on Literacy. “Literacy Services (READ/San Diego) Fact Sheet.”

¹⁵ California Department of Education, Education Data Partnership, www.ed-data.k12.ca.us.

¹⁶ Chang, Jennifer Y. “At Home and in School: Racial and Ethnic Gaps in Educational Preparedness.” *California Counts: Population Trends and Profiles* 3:2, 6-7, November 2001.

¹⁷ National Center for Children in Poverty, “Ready to Enter: What Research Tells Policymakers About Strategies to Promote Social and Emotional School Readiness Among Three- and Four-Year-Old Children.” July 2002.

**SAN DIEGO COUNTY FIRST 5 COMMISSION
SUMMARY OF COMMENTS ON DRAFT STRATEGIC PLAN 2003 - 2006**

PAGE	COMMISSION COMMENTS	TPAC COMMENTS	COMMITTEE RECOMMENDATIONS
6	Vision: Vision statement is too short, should be made more explicit. Currently reads "Every child in San Diego County will enter school ready to learn."	Keep statement as recommended by the Strategic Planning Committee. It is simple and easy to grasp and remember.	Keep original, simple statement.
7	San Diego County Data and Trends: Correct information regarding size of San Diego County – third largest in California, sixth most populous metropolitan area.	No comment.	Corrected
11	Criteria for Choosing Priority Results:	Criterion for choosing priority results "The First 5 Commission can credibly make a difference" is confusing. What does "credibly" mean?	Keep original criterion.
11	Criteria for Choosing Priority Results: Revise last criterion for choosing priority results: "The result does not duplicate or supplant the responsibilities of other entities." Change wording to not duplicating or supplanting "the services of other entities" or "general fund revenues."	No comment.	Change: The criterion has been deleted.
16	Allocation of Resources: Be more flexible regarding unsolicited proposals.	No comment.	Change: Delete statement that unsolicited proposals will not be accepted. Develop very clear administrative guidelines and procedures for unsolicited proposals.
16	How Funds Will be Used: Possibly have an innovation or contingency fund with solicitation two or three times per year.		Change first bullet regarding How Funds Will Be Used to "Commission initiatives, to support the local Commission's priority results, innovations , and State Commission or other initiatives."

FIRST 5 SAN DIEGO
STRATEGIC PLAN 2003 – 2006
APPENDIX A – POTENTIAL INDICATORS FOR EVALUATION

INDICATORS	RESULTS AREA			
	Health	Social/ Emotional	Cognitive	Families, Communitie s, & Systems
Number and percentage of births at low birth weight	X			
Number and percentage of live births in which mothers received adequate prenatal care	X			
Number and percentage of women who did not smoke during pregnancy	X			
Number and percentage of children who receive well-baby and child checkups by age 2	X			
Number and percentage of women who are breastfeeding	X	X	X	
Number and percentage of children ages 1 and older who receive annual dental exams	X			
Number and percentage of children entering kindergarten ready for school	X	X	X	X
Number and percentage of families who report reading or telling stories regularly to their children (0-5)		X	X	
Number of children (0-5) who received developmental screening by school entry		X	X	
Number and percentage of children identified with disabilities who receive developmental services by kindergarten entry.		X	X	
Number and percentage of early childhood care and education providers who receive training and/or technical assistance that supports school readiness (including caring for children with disabilities and other special needs)			X	
Percentage of children with disability and other special needs who participate in early childhood care and education programs		X	X	
Increased outreach and public awareness of services*				X
Providing services to underserved population(s)*				X
Providing training and technical assistance to grantees and community organizations to improve quality of services*				X
Service providers who are culturally and linguistically reflective of the community*				X
The provision of print, audiovisual, and electronic materials that are culturally and linguistically appropriate for communities being served and written at appropriate literacy levels*				X
Collaboration with other agencies in: joint planning and decision-making, seeking funding/ pooling resources and advocating for policy change*				X
Increased public input (e.g. surveys, community hearings)*				X

* These indicators are stated as strategies rather than indicators at this time. The Statewide Evaluation Team is developing a survey for qualitative measurement of these indicators.

FIRST 5 SAN DIEGO

STRATEGIC PLAN INDICATORS 2003-06 ABRIDGED REPORT

Original Report Prepared for First 5 Commission of San Diego County by:
Jenica Huddleston, and Claire Vallotton
Zetetic Associates, Inc.
February 21, 2003

Revised February 28, 2003

Strategic Plan Indicators for First 5 Commission of San Diego Strategic Plan '03-'06

Summary:

This report provides information on the 19 Strategic Plan Indicators recommended by the stakeholders of First 5 San Diego for the 2003-'06 Strategic Plan. First is an introduction to the purpose and structure of the Strategic Plan Indicators. This is followed by a description of the selection process, including the criteria involved. Next is a table summarizing the recommended indicators, organized by Result Areas with justification of why the indicator was chosen and information on whether the same or very similar indicator is in the 2001-03 Strategic Plan.

Introduction:

Purpose of Strategic Plan Indicators

The purpose of the strategic plan indicators is to measure elements of school readiness that the Commission may impact through its work and the work of its grantees. The attached list is a list of "proposed" indicators that will be refined and tailored each year to address the specific funding strategies that the Commission approves in its implementation and allocation plans. Analysis of indicators allows San Diego First 5 to celebrate its successes, to account for the money spent, and to improve programs and projects.

Structure of Strategic Plan Indicators

Strategic Plan Indicators are the first tier of a two-tiered process: Strategic Planning and Implementation Planning. The Strategic Plan is a broader document expressing the priorities of First 5 San Diego over three years, whereas the Implementation Plans focus the Strategic Plan onto certain funding priorities and narrower outcomes. Thus, some of the indicators in the Strategic Plan are broad and not yet fully defined. Indicators for Implementation Plans will be more focused for particular funding initiatives and programs. The two tiers will be complementary to one another.

Indicator Selection:

Indicator Selection Process:

An extensive planning process was undergone by staff, advisory teams, and consultants in order to produce a list of Strategic Plan Indicators meeting the data needs for the Strategic Plan, with the additional priority of coordinating with statewide evaluation efforts.

The Commission's Strategic Planning Committee is recommending focusing on four Result Areas:

- (1). Children are Physically Healthy
- (2). Children are Socially and Emotionally Healthy
- (3). Children are Cognitively Developing Appropriately
- (4). Families, Communities and Systems Support Children's Readiness for School

The Indicator List provided by the State Commission's Evaluation Team was the source used for selecting indicators. It makes sense to align with the State indicators to the extent feasible for two reasons: first, the State Evaluation Team will be providing technical assistance in collecting data for the indicators that have been identified as "key" indicators; second, data for these "key" indicators and "elective" indicators can be entered into the State Commission's electronic data system, PEDS. This will mean that statewide data will be available for comparisons.

On February 10, 2003 the Technical and Professional Advisory Committee (TPAC) had a preliminary discussion regarding the State Commission's list of indicators. They recommended the deletion of four of the indicators.

On February 12, 2003 a half-day meeting was held to thoroughly discuss the State's list of 72 potential indicators and to develop a more focused list for the local Strategic Plan. Meeting participants included one TPAC member, grantees, Evaluation Leadership Team members, staff and consultants.

The results of the indicator discussion from the February 10, 2003 TPAC meeting were discussed at the February 12 meeting. In addition, the group used the following criteria for choosing indicators (not all recommended indicators meet all criteria):

Indicator Criteria:

Is the Indicator...

- £ ...easy to understand?
- £ ...not overly difficult to collect & track?
- £ ...reliable & meaningful?
- £ ...available from existing data sources or representing an important area for data development?
- £ ...able to be analyzed by county region, race, ethnicity, or language?
- £ ...aligned with or supporting the First 5 CA indicators that are consistent with local priorities?
- £ ...collected at more than one level?

In reviewing each indicator, the group asked:

- £ Does it fit criteria?
- £ Which priority result areas (1-5) does it fit?
- £ Is it in appropriate (measurable) indicator language?

The group narrowed the original list of 72 indicators to 27 recommended indicators.

After the February 12th meeting, staff met with Commissioner Bowen to review the recommendations. As a result of this meeting an additional criterion was added: “Does the indicator reflect an area that the Commission is likely to fund and impact?” Application of this criterion led to the deletion of eight more indicators such as “child poverty” and “teen birth rates,” resulting in the final list of 19 unique indicators attached.

Comprehensive List of Indicators:

The following tables describe the 19 indicators recommended for inclusion in the First 5 Commission of San Diego Strategic Plan 2003-'06.

Duplicate Indicators: There are 19 unique indicators in the tables below. However, some indicators are listed in more than one Result Area. These are indicated by the word **Duplicate** written below the definition of the indicator.

State Priority: The Statewide Priority Level of each indicator is listed in the second column (KEY = All participating counties will collect through PEDS; ELECTIVE = Counties may opt to collect this through PEDS; LOCAL = Definitions and data collection done by counties, not through PEDS).

Match with Previous Strategic Plan: Indicators that were also listed in the previous Strategic Plan ('01-'03), or are *similar to* indicators in that Strategic Plan, are described in the “Strat Plan 01-03” column.

Data Source: Potential data sources, or levels of data, are identified in the “Data Source” column.

Justification: The justification for choosing each particular indicator is described in the “Justification” column.

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	DATA SOURCE	JUSTIFICATION	
				RESULT AREA 1: CHILDREN ARE PHYSICALLY HEALTHY	
Number and percentage of births at low birth weight	KEY (A2)	Yes	Participant, Population-Based, School Readiness	Data collection at population level would be quality and convenient. The Commission is funding programs that could impact this indicator.	
Number and percentage of live births in which mothers received adequate prenatal care	KEY (A6)	Similar (prenatal care in 1 st trimester)	Participant, Population-Based,	Can get this information from hospitals and vital records. Can compare 1 st trimester vs. 3 rd trimester prenatal care.	
Number and percentage of women who did not smoke during pregnancy	KEY (F2)	Yes	Participant	Some Obstetricians collect this. Commission has funded this.	
Number and percentage of children who receive well-baby and child checkups by age 2	KEY (B2)	Similar (0-5 yr olds)	Participant	Will be collected through PEDS. The Commission is funding programs that could impact this indicator.	
Number and percentage of women who are breastfeeding	KEY (D1)	Yes (at discharge, 3,6, & 12 mos)	Participant, Population-Based, School Readiness	Research indicates the primacy of this priority as a predictor of health. (This indicator fits within priorities 1, 2, and 3)	
Number and percentage of children ages 1 and older who receive annual dental exams	KEY (E1)	Yes (ages 1-2 and 3-5)	Participant, School Readiness	Current Grantees pursue these goals through collaboration, referral, and case management.	
Number and percentage of children entering kindergarten ready for school	LOCAL (K1)	Similar (% of children who are ready for K)	School Readiness (assessments)	This indicator provides an integrated focus for all of First 5 San Diego's priorities. Measurement of this indicator will provide "outcome measures" for all funding initiatives and projects. Data for this will be collected through PEDS and School Readiness. (This indicator fits within priority 1 through 4)	

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	DATA SOURCE	JUSTIFICATION
RESULT AREA 2: Children are Socially and Emotionally Healthy				
Number and percentage of women who are breastfeeding Duplicate	KEY D1	Yes (at discharge, 3, 6, & 12 mos)	Participant, Population-Based,	Research indicates the primacy of this priority as a predictor of health. (This indicator fits within priority areas 1, 2 and 3).
Percentage of children with disability and other special needs who participate in early childhood care and education programs	LOCAL (H2)	Similar (children with range of special needs who receive developmentally appropriate child care/ educ. services)	School Readiness	Many currently funded grantees prioritize early detection and care or treatment of children with delays and special needs. Research shows early care participation is more important for this population than for general population in predicting school readiness. Entrance survey at Kindergarten will allow for data collection. (This indicator fits priority areas 2 and 3.)
Number and percentage of families who report reading or telling stories regularly to their children (0-5)	KEY (J1)	No	Participant, Population-Based, School Readiness	This indicator fits with the Commission's potential focus on pre-literacy. (This indicator fits priority areas 2, 3, and 4.)
Number and percentage of children entering kindergarten ready for school Duplicate	LOCAL (K1)	Similar (% of children who are ready for K)	School Readiness	This indicator provides an integrated focus for all of First 5 San Diego's priorities. Measurement of this indicator will provide "outcome measures" for all funding initiatives and projects. Data for this will be collected through PEDS and School Readiness. (This indicator fits within priority areas 1 through 4).
Number of children (0-5) who received developmental screening by school entry	ELECTIVE (I 1)	Similar (% of children systematic. screened, identified and treated for developmental delays/ behavior problems)	Participant	Some currently funded grantees work specifically on this goal. (This indicator fits priority areas 2 and 3.)

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	DATA SOURCE	JUSTIFICATION
Number and percentage of children identified with disabilities who receive developmental services by kindergarten entry.	ELECTIVE (I3)	Similar (% of children systematic screened, identified and treated for developmental delays/ behavior probs)	Participant, School Readiness	Many currently funded grantees prioritize early detection and care or treatment of children with delays and special needs. Entrance survey at Kindergarten will allow for data collection. (This indicator fits priority areas 2 and 3.)
RESULT AREA 3: CHILDREN ARE COGNITIVELY DEVELOPING APPROPRIATELY				
Number and percentage of women who are breastfeeding Duplicate	KEY (D1)	Yes (at discharge, 3,6, & 12 mos)	Participant, Population-Based,	Research indicates the primacy of this priority as a predictor of health. (This indicator fits within priority areas 1, 2 and 3).
Percentage of children with disability and other special needs who participate in early childhood care and education programs Duplicate	LOCAL (H2)	Similar (children with range of special needs who receive developmentally appropriate child care/ educ. services)	School Readiness	Many currently funded grantees prioritize early detection and care or treatment of children with delays and special needs. Research shows early care participation is more important for this population than for general population in predicting school readiness. Entrance survey at Kindergarten will allow for data collection. (This indicator fits priority areas 2 and 3.)
Number and percentage of early childhood care and education providers who receive training and/or technical assistance that supports school readiness, including caring for children with disabilities and other special needs	LOCAL (I 4)	Similar (training, support for caring of children with range of special needs)	Participant	Focus on the importance of trainings and assistance in caring for children with special needs. (This indicator fits priority areas: 2, 3, and 4.) Could be tracked through CARES program.

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	DATA SOURCE	JUSTIFICATION
Number and percentage of families who report reading or telling stories regularly to their children (0-5) Duplicate	KEY (J1)	No	Participant, Population-Based, School Readiness	This indicator fits with the Commission's potential focus on pre-literacy. (This indicator fits priority areas: 2, 3, and 4.)
Number and percentage of children entering kindergarten ready for school Duplicate	LOCAL (K1)	Similar (% of children who are ready for K)	School Readiness	This indicator provides an integrated focus for all of First 5 San Diego's priorities. Measurement of this indicator will provide "outcome measures" for all funding initiatives and projects. Data for this will be collected through PEDS and School Readiness. (This indicator fits within priority areas 1, 2, 3 and 4). Some currently funded grantees work specifically on this goal. (This indicator fits priority areas 2 and 3.)
Number of children (0-5) who received developmental screening by school entry Duplicate	ELECTIVE (I 1)	Similar (% of children systematic, screened, identified and treated for devel delays/ behav probs)	Participant	Many currently funded grantees prioritize early detection and care or treatment of children with delays and special needs. Entrance survey at Kindergarten will allow for data collection. (This indicator fits priority areas 2 and 3.)
Number and percentage of children identified with disabilities who receive developmental services by kindergarten entry. Duplicate	ELECTIVE (I3)	Similar (% of children systematic, screened, identified and treated for devel delays/ behav probs)	Participant, School Readiness	
RESULT AREA 4: FAMILIES, COMMUNITIES SUPPORT CHILDREN'S READINESS FOR SCHOOL				

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	JUSTIFICATION	
			DATA SOURCE	
Number and percentage of children entering kindergarten ready for school Duplicate	LOCAL (K1)	Similar (% of children who are ready for K)	School Readiness	This indicator provides an integrated focus for all of First 5 San Diego's priorities. Measurement of this indicator will provide "outcome measures" for all funding initiatives and projects. Data for this will be collected through PEDS and School Readiness. (This indicator fits within priority areas 1 through 4). Several projects prioritize this at the county level, as well as at the grantee level. Many grantees also prioritize outreach.
Increased outreach and public awareness of services	(Q12)	No	Commission, Program	In the RFP to which grantees responded, grantees are asked to describe how they will serve underserved populations.
Providing services to underserved population(s)	(Q14)	No	Commission, Program	This is happening from the program/ grantee level, as well as happening across grantees as the Commission assists grantees to improve programs through evaluation. For state evaluation this will be open ended questionnaire.
Providing training and technical assistance to grantees and community organizations to improve quality of services	(R1)	No	Commission	This is an important challenge being faced at the grantee level. Grantees recognize it and may need assistance.
Service providers who are culturally and linguistically reflective of the community	(S3)	No	Program	Commission and programs are working towards this.
The provision of print, audiovisual, and electronic materials that are culturally and linguistically appropriate for communities being served and written at appropriate literacy levels	(S4)	No	Commission, Program, Participant	This is collapsed indicator combining T3, T6 and T8 into one. This would be a qualitative measure, reflective of things being done.
Collaboration with other agencies in: joint planning and decision-making, seeking funding/ pooling resources and advocating for policy change	(T3), (T6), (T8)	No	Commission, Program	

INDICATOR	STATE PRIORITY & ID#	STRAT PLAN 2001-03	DATA SOURCE	JUSTIFICATION
Increased public input (e.g. surveys, community hearings)	No (V1)	No	Commission, Program	The Commission is engaged in Civic Engagement activities, including community conversations and involvement of citizens on advisory bodies.

Notes regarding Result Area #4:

- 1) Many of the indicators listed in this result area are phrased as strategies rather than indicators at this time. The Statewide Evaluation Team is developing a survey for measuring, in a qualitative fashion, many of these indicators.
- 2) The Statewide Evaluation Team has not specified priority levels (KEY or ELECTIVE) for many of the indicators listed in this result area, thus that information does not appear here.

First 5 Commission of San Diego

Item 8

Consensus Organizing Institute (COI) Contract Renewal

Overview:

The current Consensus Organizing Institute (COI) contract to provide intensive technical assistance in community engagement in three communities and limited technical assistance in a fourth will end on April 14, 2003. Over the past 2 1/2 years, this program has been very successful in motivating parents to become involved in Commission and collaborative activities and in providing community organizing skills to parents and collaborative members in six San Diego Communities: City Heights, Oceanside, Escondido, El Cajon, Murphy Canyon, and Imperial Beach. Commission approval is sought to renew COI's contract for one additional year. The renewal of the contract will result in COI continuing technical assistance in Escondido, Oceanside, City Heights, El Cajon and in a fifth community to be identified (preferably in a South Region community participating in the Prop 10 School Readiness Initiative).

Discussion:

Background

On June 1, 2000, the Commission contracted with the San Diego State University Foundation, who subcontracted with COI, to competitively identify three collaboratives and communities in which to provide community engagement technical assistance. The three collaboratives/communities selected were: *Healthy Start Military Family Cluster (Murphy Canyon)*, *Reach Out to Families Coordinating Council (Imperial Beach)*, and the *El Cajon Collaborative*. In El Cajon, the parents formed El Cajon Community In Action (ECCIA) and with the collaborative's support sponsored a School Readiness Forum and began the development of a preschool directory. In Murphy Canyon, the parents put together a resource guide to inform community members of local services. In Imperial Beach, the parents focused on educating the community about nutrition. All of the parents learned to conduct needs assessments, and hold effective community meetings. In addition, collaborative members and parents received ongoing training and technical assistance in community engagement. The contract expired on 5/31/01.

On June 1, 2001 the Commission renewed its contract with San Diego State University Foundation, who again subcontracted with COI, to continue technical assistance to the three existing communities. During this time period, COI worked on building the capacity of residents and collaborative members to sustain the engagement effort. COI worked with parents and collaboratives on getting parents involved in community decision-making processes and parents developed projects and wrote grant proposals seeking funding. The community groups also developed and executed plans for sustaining parent involvement.

On April 15, 2002, COI began a third year of technical assistance adding three new communities (there was a 6 week overlap with the 2nd year contract). The Commission contracted directly with COI. COI set out to implement four major strategies:

1. Provide technical assistance and training in community organizing and engagement to collaboratives and parents in three new communities.
2. Supervise and train AmeriCorps volunteers to sustain ongoing community engagement activities by parents and collaborative members in Murphy Canyon, El Cajon, and Imperial Beach.
3. Provide technical assistance and support in community engagement to Commission staff.
4. Coordinate Parent Involvement Academies that would bring parents from the six communities together twice during the year for networking and training.

With these strategies in mind, COI released a Request for Application (RFA) to select three additional communities to participate in an expanded community-organizing project. As a result, three additional communities and two collaboratives were selected as follows: North County Collaboratives, Community – Escondido; North County Collaboratives, Community – Oceanside; and the African Families Health Initiative (AFHI), Community – Central San Diego. During the initial months, COI focused on building a trusting relationship with the collaborative groups in order to conduct an analysis of the community's infrastructure. During the course of the year, COI has met regularly with the collaboratives and has provided participants with training in team building and communication. The ECCIA group in El Cajon applied for and received a \$10,000 Small Parent-Run Organization Grant and is in the process of publishing a Preschool Directory. They are also planning three "Kindie Teacher in the Neighborhood" days at which kindergarten teachers will explain kindergarten expectations to parents and describe what parents can do to help their children prepare for school. During the year, technical assistance to Murphy Canyon and Imperial Beach ended due to waning parent participation. The Americorps positions were shifted to other participating communities.

Benefits to the Commission

In June 2001, the Commission published *Hand in Hand 4 Kids - A Community Inclusion Plan*. One of the plan's Guiding Principles is that: "San Diego Communities possess our greatest assets. Their participation in Commission planning, problem solving and funding decisions is essential to the Commission's success". COI's efforts have helped the Commission to engage parents in more meaningful ways than traditional public hearings and meetings. We've identified COI parents to serve on Commission and Grantee advisory bodies and with COI's assistance, we continue to increase parent participation at community conversations. In September and October 2002, the Commission held 13 community conversations in which there were 308 participants of which 147 (48%) were parents. This is the highest rate of parent participation the Commission has had. Without COI's support it would be difficult for the Commission's limited community engagement staff to engage the diverse neighborhoods that COI has been able to engage.

Through the COI contract, the Commission is also able to build capacity in communities so that they can effectively identify problems and advocate for solutions that will improve the lives of children and families. This kind of support can have a lasting impact on a community.

Current Contract

On February 5, 2003, Charles Jarman made a presentation to the Civic Engagement Leadership Team, which serves as the advisory body providing direction and oversight for the contract. During the meeting, Mr. Jarman presented the Scope of Work for the coming year with the following strategies:

- ## COI will meet with School Readiness Coordinators in the South Region to explain community engagement services to try and identify a community receptive to receiving technical assistance.
- ## COI will assist Commission staff in coordinating “community conversations.” The focus of this year’s conversations will be on public education around Prop 10 issues using three presentation modules: The Purpose and Promise of Prop 10; the First 5 Years are the Most Important and School Readiness = Life Readiness.
- ## COI will develop and execute MOUs between COI and community collaboratives.
- ## COI will continue to coach and supervise pilot project Americorps members enrolled in November 2002.
- ## COI will conduct interviews with a broad spectrum of residents and resource holders within each community;
- ## COI will develop and implement a community organizing training curriculum. The training will be provided to 3-6 resident leaders from each community for three hours per week for 10-12 weeks. A UCSD Extension completion certificate will be made available.
- ## Each COI organizer will work with a group of resident leaders and local resource holders to develop a neighborhood survey. Resident leaders in their neighborhoods will administer surveys face-to-face.
- ## Each COI organizer will support resident leaders in convening a neighborhood meeting (at someone’s home in the neighborhood) to discuss survey results.
- ## COI will conduct a mid-year assessment.
- ## COI organizers will convene regular meetings with resident leaders and key resource holders as a group; COI organizers will provide both guidance and hands-on support to resident leaders in establish ongoing house meetings and identification of solutions. An Action Plan will be developed.
- ## COI organizers will meet with community resource holders who can offer problem-solving opportunities to resident networks.
- ## COI resident leaders will be informed of any leadership opportunities with the collaborative and commission advisory bodies and will be invited to participate in community engagement activities.
- ## COI will conduct an end-of-year evaluation.

Expected Outcomes

- ## Substantial increase in parent participation at “Community Conversations” using Presentation Modules that would serve to educate parents on Prop 10 issues. The Presentation Modules would also assist in engaging parents with community leaders and providers, thereby connecting parents to existing services.

- ## Increase in parent voice on Commission, collaborative and grantee advisory bodies; participation and involvement of voices not traditionally heard.
- ## Development of community responsibility around Prop 10 issues.
- ## Practical, low-cost solutions generated by parents in targeted communities.
- ## Input from five communities that will assist First 5 with planning and implementation.
- ## Awareness of school readiness and early childhood development raised among over a thousand San Diego County families.
- ## Leadership skills provided to 20 resident leaders.
- ## Community engagement strategies taught to local community leaders and School Readiness Initiative programs.

Leveraged Resources

COI has requested \$235,000 from the Commission to conduct community engagement activities for an additional year. In addition to the grant requested from the Commission, COI will be using leveraged funds of \$139,191 from the Irvine Foundation. On January 27, 2003, the Commission approved the submission of a grant proposal for a 4th year of funding from the Civic Engagement Project. In the grant request, the Commission has requested \$27,000 for the COI contract. Thus the actual cost to the Commission would be \$208,000.

TPAC Statement:

This item has not been taken to TPAC for input.

Staff Recommendations:

1) Approve the contract renewal for the Consensus Organizing Institute (COI) to provide technical assistance to five communities and build countywide infrastructure for parent participation in Commission activities. 2) Authorize the Executive Director to execute a contract not to exceed \$235,000 for a 12-month contract that would allow COI to conduct community-organizing activities in five communities.

Fiscal Impact:

Up to \$235,000 from the Strategic Community Investments allocation in the Commission's Fiscal Year 2003 –2004 Allocation Plan. With the Commission funding, COI will leverage an additional \$131,191 from the Irvine Foundation. In addition, the Commission has requested \$27,000 from the Civic Engagement Project that will offset a portion of the Commission's cost of \$235,000.

SCOPE OF WORK: PROGRAM IMPLEMENTATION AND EVALUATION

Agency: CONSENSUS ORGANIZING INSTITUTE

Quarter #: 1 x 2 3 4

Time Period: From 4/15/03 to 7/31/03

Expected Results/Outcomes	Activities	Staff Responsible	Process Targets	Performance Measurement Outcome Targets	Evaluation Tools & Doc
One additional community selected in the South Region (existing communities are City Heights, El Cajon, and Oceanside)	Meet with School Readiness Coordinators in the South Region to explain community engagement services and identify the district's capacity to support engagement	Monica, Charles	3 meetings/site visits plus follow-up	Selected community has capacity to facilitate effective relationship-building with residents and resource holders	Selection criteria and assessment report submitted
Substantial increase in resident participation at "community conversations" in COI communities	Assist Commission staff in coordinating "community conversations" as needed	Charles, Kabi, Monica, Tanissha, Chris	An average of 15 additional residents per conversation	Input is incorporated into the Commission's planning and implementation processes	Sign-in sheets; post-conversation evaluations
Increase in parent voice and leadership on First 5 Commission advisory bodies, especially voices not traditionally heard	COI resident leaders are informed of any leadership opportunities with First 5 Commission advisory bodies and are invited to participate in First 5 community engagement activities.	Charles, Kabi, Monica, Tanissha, Chris	All opportunities filled	Parent participation is reliable and consistent	Rosters and sign-in sheets
Existing parent groups are sustained; constant outreach to new parents and relationship-building with local partners	COI continues to coach and supervise pilot project AmeriCorps members enrolled in 11/02	Charles, Kabi, Tanissha	Weekly coaching sessions, hands-on support, AmeriCorps trainings	AmeriCorps members fulfill and succeed in the activities required in their Job Duties	Quarterly evaluations of AmeriCorps members
Draft outline of community goals and opportunities is developed with broad buy-in from resident leaders and resource holders	Conduct interviews with a broad spectrum of residents and resource holders within each community; 3-6 key resident leaders are identified who are as representative of the community as possible	Charles, Kabi, Monica, Tanissha, Chris	24-36 resident interviews (1-1 and very small group); all resource holders identified and interviewed	Draft outline is representative of interviewee input; broader community buy-in for supporting an organizing strategy	Draft outlines and list of resident leaders submitted for each community
Resident leaders learn about Prop 10 and awareness of early childhood development/school readiness raised; resident leaders learn and apply community engagement strategies	Develop and implement community organizing training curriculum; UCSD Extension completion certificate available	Charles, Kabi, Monica, Tanissha, Chris	10-12 sessions, 2-3 hours per session (mid-June to mid-September)	20 resident leaders complete the training	Training evaluation filled out by participants (training started in 1stQ but not completed until 2ndQ)
Community collaboratives understand expectations and what they should be contributing	Develop and execute MOUs between COI and community collaboratives	Charles	1 MOU per community	MOUs indicate a mutual relationship that leads to increased parent participation on Collaborative advisory bodies	MOUs approved by and submitted to Commission staff

SCOPE OF WORK: PROGRAM IMPLEMENTATION AND EVALUATION

Agency: CONSENSUS ORGANIZING INSTITUTE

Quarter #: 1 2 x 3 4
Time Period: From 8/1/03 to 10/31/03

Substantial increase in resident participation at "community conversations" in COI communities	Assist Commission staff in coordinating "community conversations" as needed	Charles, Kabi, Monica, Tanissha, Chris	An average of 15 additional residents per conversation	Input is incorporated into the Commission's planning and implementation processes	Sign-in sheets; post-conversation evaluations
Increase in parent voice and leadership on TPAC and Leadership Teams, especially voices not traditionally heard	COI resident leaders are informed of any leadership opportunities with TPAC and Leadership Teams and are invited to participate in First 5 community engagement activities.	Charles, Kabi, Monica, Tanissha, Chris	All opportunities filled	Parent participation is reliable and consistent	Rosters and sign-in sheets
Existing parent groups are sustained; constant outreach to new parents and relationship-building with local partners	COI continues to coach and supervise pilot project AmeriCorps members enrolled in 11/02	Charles, Tanissha, Kabi	Weekly coaching sessions, hands-on support, AmeriCorps trainings	AmeriCorps members fulfill and succeed in the activities required in their Job Duties	Quarterly evaluations of AmeriCorps members
Resident leaders who complete the training are prepared to administer neighborhood surveys, convene networks of 7-10 residents, and facilitate regular meetings in their neighborhood	Upon completion of the community organizing training in mid-September, work plans are developed for each resident leader	Charles, Kabi, Monica, Tanissha, Chris	One jointly developed plan per resident leader	Work plans are consistent with First 5 community engagement goals	Work plans submitted
Face-to-face surveying results in useful data for Commission plans and generates word-of-mouth of upcoming neighborhood meetings	Each organizer works with group of resident leaders and local resource holders to develop a neighborhood survey. Surveys are administered face-to-face by resident leaders in their neighborhoods.	Charles, Kabi, Monica, Tanissha, Chris	Minimum of 25 surveys per neighborhood, 100 per community, 500 overall	Commission can incorporate data into its planning and implementation process	Written summary of results submitted as documentation
Stronger connections are built between neighbors: development of community responsibility around important issues affecting the quality of life in neighborhoods.	Each organizer supports residents leaders in convening a neighborhood meeting (at someone's home in the neighborhood) to discuss survey results	Charles, Kabi, Monica, Tanissha, Chris	One meeting per resident leader; approximately 10 new residents at each meeting, 40 per community, 200 overall	Resident leaders learn that there are contributions they can make which can positively affect Prop 10 and quality of life issues	Sign-in sheets, meeting notes with indicated followup

SCOPE OF WORK: PROGRAM IMPLEMENTATION AND EVALUATION

Agency: CONSENSUS ORGANIZING INSTITUTE

Quarter #: 1 2 **3** x **4**
Time Period: From 11/1/03 **to** 1/31/04

Receive results that indicate successes; key lessons learned; steps needed to attain sustainability	Conduct mid-year assessment	Charles, Kabi, Monica, Tanissha	1-1 and small group interviews with resident leaders and local resource holders	Results validate project successes and cite key lessons learned	Summary report and individual community reports submitted
Substantial increase in resident participation at "community conversations" in COI communities	Assist Commission staff in coordinating "community conversations" as needed	Charles, Kabi, Monica, Tanissha, Chris	An average of 15 additional residents per conversation	Input is incorporated into the Commission's planning and implementation processes	Sign-in sheets; post-conversation evaluations
Increase in parent voice and leadership on TPAC and Leadership Teams, especially voices not traditionally heard	COI resident leaders are informed of any leadership opportunities with TPAC and Leadership Teams and are invited to participate in First 5 community engagement activities.	Charles, Kabi, Monica, Tanissha, Chris	All opportunities filled	Parent participation is reliable and consistent	Rosters and sign-in sheets
Resident leaders engagement and facilitation skills are strongly enhanced	COI organizers are convening regular meetings with resident leaders and key resource holders as a group; COI organizers are providing both guidance and hands-on support to resident leaders in establishing ongoing house meetings and identification of solutions.	Charles, Kabi, Monica, Tanissha, Chris	Minimum twice a week contact with individual resident leaders; minimum monthly group meetings/trainings	Resident leaders are developing confidence as organizers	Monthly reports, sign-in sheets for group meetings
Resident networks are developed which enhance "community conversation" outreach, dissemination of information and opportunities, and groups motivated around positive change in the community	COI organizers support resident leaders in convening ongoing neighborhood meetings throughout the quarter	Charles, Kabi, Monica, Tanissha, Chris	Minimum 20 neighborhood meetings per month overall; resident networks consist of 8-15 people	Meetings are consistently scheduled with consistent attendance and clarity of purpose	Regular evaluations and feedback provided to resident leaders
Resource holders are prepared to support concerns identified through surveys and first neighborhood meeting	COI organizers are meeting with and prepping resource holders who would be available to provide information and offer problem-solving opportunities to resident networks.	Charles, Kabi, Monica, Tanissha, Chris	All relevant resource holders are prepared	Relevant resource holders are committed to attend and support neighborhood meetings as needed	Monthly reports

SCOPE OF WORK: PROGRAM IMPLEMENTATION AND EVALUATION

Agency: CONSENSUS ORGANIZING INSTITUTE

Quarter #: 1__ 2__ 3__ 4 x
Time Period: From 2/1/04_ to 4/14/04_

Expected Results/Outcomes	Activities	Staff Responsible	Performance Measurement		
			Process Targets	Outcome Targets	Evaluation Tools & Documentation
Stronger development of community responsibility and contribution around Prop 10 and quality of life issues; sustainability of networks is enhanced	COI organizers support resident leaders in convening ongoing neighborhood meetings throughout the quarter and inviting resource holders to participate in plans and solutions	Charles, Kabi, Monica, Tanissha, Chris	Minimum 20 neighborhood meetings per month overall; relevant resource holders are attending and supporting the process	Residents above and beyond the resident leaders are making larger and larger contributions	Monthly reports, rosters and sign-in sheets
Stronger relationships/partnerships built among residents and resource holders; more resident leaders prepared to take leadership positions on Commission and local decision-making bodies	COI organizers are convening regular meetings with resident leaders and key resource holders as a group; COI organizers are providing both additional training and facilitation of a community planning process.	Charles, Kabi, Monica, Tanissha, Chris	Minimum twice a week contact with individual resident leaders; minimum monthly group meetings/trainings	Resident leaders and resource holders are actively moving forward with plans and solutions	Monthly reports, rosters and sign-in sheets
Increase in parent voice and leadership on TPAC and Leadership Teams; especially voices not traditionally heard	COI resident leaders are informed of any leadership opportunities with TPAC and Leadership Teams and are invited to participate in First 5 community engagement activities.	Charles, Kabi, Monica, Tanissha, Chris	All opportunities filled	Parent participation is reliable and consistent	Rosters and sign-in sheets
Community action plan presented to First 5 Commission. This plan will indicate steps that will be taken to help address survey results and may include a community forum or dialogues, the formation of a resident committee linked to existing city and county decision-making bodies, etc.	COI organizers are assisting resident leaders and key resource holders in developing and presenting a plan of action to First 5 Commission.	Charles, Kabi, Monica, Tanissha, Chris	One plan per community, five overall	Community plans and solutions assist First 5 planning and implementation	Oral presentations, written plans submitted
Substantial increase in resident participation at "community conversations" in COI communities	Assist Commission staff in coordinating "community conversations" as needed	Charles, Kabi, Monica, Tanissha, Chris	An average of 15 additional residents per conversation	Input is incorporated into the Commission's planning and implementation processes	Sign-in sheets; post-conversation evaluations
Receive results to reinforce value of community engagement strategy and indicate large successes to date	Conduct end-of-year evaluation	Charles, Kabi, Monica, Tanissha, Chris	1-1 and small group interviews with resident leaders and local resource holders	Results validate project successes	Summary report and individual community reports submitted

First 5 Commission of San Diego

Item 9

Sunset Review of Commission Policies

Overview:	On December 4, 2000 (Item No. 9) the Commission approved Commission Policy CFC-001 "Letters of Support" and on May 7, 2001 (Item No. 12) the Commission approved Commission Policy CFC-002 "Legislative Advocacy." Both policies were set for Sunset Review in December 2002. Staff review of the policies shows that they are both consistent with the goals of the Commission and therefore recommend that the policies be extended until March 2005 for their next Sunset Review. Copies of the policies are attached for Commissioner information.
Discussion:	The "Letters of Support" policy was developed to outline the procedures for the Commission to provide letters of support to local programs providing services to children ages 0 to 5 that are consistent with the First 5 Commission's strategic plan and further the mission, vision, values and operating principles of the Commission. The "Legislative Advocacy" policy was developed to prioritize advocacy activities and outline the procedures for communicating the Commission's position to legislative bodies and other advocates.
TPAC Statement:	None.
Staff Recommendation:	<ol style="list-style-type: none">1) Approve the extension of Commission Policy CFC-001, "Letters of Support," until March 2005 for its next Sunset Review and change references in the Policy to the Children and Families Commission to First 5 Commission of San Diego.2) Approve the extension of Commission Policy CFC-002, "Legislative Advocacy," until March 2005 for its next Sunset Review and change references in the Policy to the Children and Families Commission to First 5 Commission of San Diego.
Fiscal Impact:	None.

First 5 Commission of San Diego

Subject: Letters of Support/Memorandums of Understanding to Local Programs

Policy Number: CFC-001 Effective Date: December 4, 2000

Page 1 of 2

Purpose

To establish Commission policy to provide letters of support/Memorandums of Understanding (MOU) to local programs that are providing services to children zero to five, that are consistent with the First 5 Commission of San Diego strategic plan and further the mission, vision, values, and operating principles of the Commission.

Background

Increasingly, First 5 Commission of San Diego (Commission), Commission agents, and others are providing funding opportunities to local Commission programs. There are also a number of federal grant opportunities and new legislation that provide funding. Progressively more, the local Commission is being asked to provide letters of support/memorandums of understanding for these programs, as a condition of eligibility.

Three types of requests can be made of the Commission:

- 1) Letter of Support: Requires the Commission to make a finding that the proposed program/project is consistent with the Commission's strategic plan.
- 2) Letter of Acknowledgement: Requires the Commission to express its awareness of local organization's application for funds.
- 3) Memorandum of Understanding: Requires the Commission's partnership with a local organization to propose a funding program/project, and may be making a funding commitment.

Policy

It is the policy of the Commission to advocate for funders to:

- 1) Provide 60 day notice of requirement for letters of acknowledgement/support and memorandums of understanding; and
- 2) Certification forms for letters of acknowledgement.

Further, it is the policy of the Children and Families Commission that letters of support and letters of acknowledgement do not make a commitment of Commission funds. The Executive Director of the Commission has authority to execute and sign letters of acknowledgement, without Commission approval, but will notify the Commission by copy of the letter. Letters of support and MOUs involving policy decisions and/or the commitment of future funding will be presented to the Commission. The Commission will review, and if appropriate, make a finding that the program/project is consistent with the strategic plan, and vote to approve.

Procedure

- 1) Local programs seeking letters of acknowledgement/support/MOUs will, at a minimum:
 - a) Make a request in writing to the local Commission Executive Director, allowing 30 days processing time, unless approval is received for exemption of the 30 day processing time frame;
 - b) Provide documents that outline the funding opportunity; and

- c) Provide an executive summary, which identifies the outcomes of the proposed program.

2) Commission Staff will:

- a) Review all documents;
- b) Waive the 30 day processing time frame if a finding is made that the local organization did not have sufficient notice to request Commission action more timely;
- c) Prepare the letter of acknowledgement/support/MOU, if the program meets the prescribed criteria;
- d) Present the letter of support/MOU to the Technical and Professional Advisory Committee (TPAC) for review and comment; and
- e) Present the letter to the Commission for approval. Once approved, the Commission Chair or Vice Chair will sign the letter, unless authority is delegated to the Executive Director by action of the Commission.

Sunset Review: March 2005

Approved:

March 10, 2003
Date

8
Commission Item No.

First 5 Commission of San Diego

Subject: Legislative Advocacy

Policy Number: CFC-002 Effective Date: May 7, 2001

Page 1 of 4

Purpose

To establish First 5 Commission of San Diego (“Commission”) policy regarding legislative advocacy.

Background

In response to the passage of Proposition 10, The California Children and Families Act, the Board of Supervisors on December 8, 1998 (71) created the Commission to promote, support and improve early childhood development from the prenatal stage to five years of age. Funding from the Proposition 10 tobacco tax to the Commission is estimated to be approximately \$40,000,000 annually to further these important early childhood programs. By statute, the Commission is the exclusive County entity charged with strategic planning for and the expenditure of Proposition 10 tobacco tax revenues on services for children zero to five and their families.

The Commission has adopted a Strategic Plan to further the goals of the Act . As it implements the Strategic Plan, the Commission is committed to creating a seamless, family-focused, integrated system of services and support for children age zero to five and their families, and to ensuring that every child in San Diego County will enter school physically, mentally, socially and developmentally ready to learn. The Commission is further committed to coordinating and leveraging resources to fulfill its mission.

It is the Commission’s mission, as expressed in its Strategic Plan, to provide proactive leadership to achieve school readiness for children age zero to five by advocating for legislative and policy improvements at the local, State and national levels. The Commission strives to fund services and programs that benefit *all* San Diego children within the target population. Due to funding limitations, not all programs and initiatives can be funded. The Commission's Strategic Plan stresses advocating for legislation or policy to positively impact the lives of children and families, given that every need cannot possibly be met by Proposition 10 funding.

It is appropriate for the Commission to advocate positions on matters impacting local control over the use or the administration of Proposition 10 tax revenue and on issues that relate to improving outcomes for all children age zero to five. The Commission’s efforts at legislative advocacy shall be limited to initiatives that have a direct and significant impact on the Commission’s vision, mission, values and operating principles.

The Board of Supervisors governs all legislative advocacy for the County and has established Board policy for legislative advocacy. Positions recommended by the Commission’s for legislative advocacy shall comply with established Board policy. In addition, County procedures for legislative advocacy shall be followed.

Policy

The Commission's legislative advocacy policy is as follows:

A. Definition of Legislative Advocacy

Legislative advocacy includes advocating the legislative priorities of the Commission and the Board of Supervisors relating to early childhood development, from the prenatal period to age five, before members, committees, and staffs of the Legislature, Congress, school boards and executive or administrative agencies of all levels of government, hereinafter referred to as governmental bodies. Legislative advocacy also includes advocacy related to early childhood development, from the prenatal period to age five, on policy and non-policy issues, pending legislation, and written correspondence to legislators and elected/appointed officials.

B. Advocacy by Commission Members or Commission Staff

1. Commission legislative advocacy before governmental bodies is appropriate if:
 - a) The Commission or the Commission's Executive Director makes a finding that there is a need for the Commission and the County to take a position on legislation or a policy which impacts the Commission's mission or operation and the issue is consistent with the Commission's Strategic Plan or with policy adopted by the Commission. In appropriate cases, the Executive Director shall bring an agenda item before the Commission to seek a Commission determination on the advocacy position; and
 - b) The Director of the County Office of Strategy and Intergovernmental Affairs makes a finding of, or coordinates action necessary for making a finding that, an identified issue is consistent with Board policy contained in the County Policy Manual, County Legislative Guidelines, or a specific Board action.
2. The procedure for advocating on approved issues is as follows: The Director of the County's Office of Strategy and Intergovernmental Affairs, in consultation with the Commission's Executive Director, shall make a determination on a case-by-case basis as to who will advocate on behalf of the Commission. Either County or the Commission staff may be authorized by the Director of the County's Office of Strategy and Intergovernmental Affairs.

C. Responsibility of Commission Staff

1. Annual Responsibilities
 - a) Coordinate the preparation and submission of legislative proposals for Board sponsorship.

- b) Review and submit recommendations to the Commission for updates to the Board's Legislative Guidelines before submitting those recommendations to the Board.
- c) Participate in sunset reviews of previously adopted Board policies affecting children age zero to five or their families, or act as a Responsible Department in the preparation of new policy, seeking Commission direction or approval as necessary.

2. Routine Responsibilities

- a) Monitor legislative activities at the local, state, and national levels, identifying initiatives that may impact Commission programs, operations, or funding.
- b) Utilize information available from the California Children and Families Commission, the California Children and Families Association, and other affiliates to help form recommendations;
- c) Identify legislative initiatives that require advocacy because they directly or significantly impact the Commission.
- d) Initiate action as necessary, in compliance with Commission and Board policy, to:
 - 1. Place an item on the Commission agenda for action;
 - 2. Prepare Board letters or other correspondence for Board approval in coordination with the County Office of Strategy and Intergovernmental Affairs;
 - 3. Prepare legislative analyses in coordination with County Counsel, the County Health and Human Services Agency, and other County departments potentially impacted by the legislative proposal;
 - 4. Prepare testimony, as needed, within County legislative advocacy policy guidelines;
 - 5. Prepare correspondence, as needed, within County legislative advocacy policy guidelines; and
 - 6. Respond, without prior specific authorization, to requests for information from elected officials or others on non-policy items, *e.g.*, technical and factual in nature. If the nature of the request is not clear, Commission staff shall obtain direction from the Director of the County Office of Intergovernmental Affairs.

D. Commission Member Responsibilities

Coordinate with the Commission's Executive Director on contacts from:

1. Elected officials requesting information that is policy, non-policy or legislative in nature; and
2. Constituents requesting Commission advocacy on bills.

Procedure for Legislative Analysis

Proposed legislative initiatives submitted to the Commission for recommended advocacy will be given a priority rating as follows:

- 1) Priority A – The legislation directly and significantly impacts the Commission. Positions can be:
 - a. Support: Furthers the goals of the Commission and is consistent with the Strategic Plan. The bill is viable and the Commission and the Board should actively advocate for change, providing letters of support and testimony, as needed.
 - b. Support if Amended: Generally positive legislation but amendments would improve the legislation.
 - c. Oppose unless Amended: The legislation negatively impacts the Commission, its programs, or children age zero to five and their families, but the negative aspects of the legislation can be addressed if the legislation is amended.
 - d. Oppose: The legislation negatively impacts the Commission, its programs or children age zero to five and their families and does not warrant staff time to remedy, or cannot be improved by amendment.
- 2) Priority B – The legislation does not have a direct impact on the Commission's initiatives or operations, is consistent with its objectives and priorities, but would potentially benefit a State or community partner. Will passively support or passively oppose upon request only.
- 3) Priority C – The legislation relates to the Commission's objectives and priorities and will be monitored.

Sunset Review: March 2005

Approved:

March 10, 2003
Date

8
Commission Item No.

First 5 Commission of San Diego

Item 10

Engaging Leaders: Building Bright Futures For Young Children

Overview:	In May 2003, the United Way will sponsor a three-day conference: “Engaging Leaders: Building Bright Futures For Young Children.” This event, to be held in Charlotte, North Carolina will convene nearly 1,000 national, state and local childhood leaders, elected officials and government and health care organizations to honor the United Way’s “Success By 6” program. Workshops and discussions to be held during the conference include childhood brain development, creating and sustaining change, affecting public policy, engaging diverse stakeholders and effective communications and the power of media. Commission members were offered the opportunity to attend, but due to scheduling conflicts were unable to attend. It is recommended that one staff person attend the conference as a representative of the Commission.
Discussion:	The “Engaging Leaders: Building Bright Futures For Young Children” is a national conference celebrating 15 years of United Way Success By 6 and public engagement initiatives everywhere. It will provide staff with the opportunity to meet childhood champions and networks from across the country to share ideas and strategies and learn about opportunities to continue community, state and national action to promote early learning and school readiness. Further, it will build capacity in staff for effective program planning given the emerging field of brain development. Information on the conference is attached.
TPAC Statement:	None.
Staff Recommendation:	<ol style="list-style-type: none">1) Find that staff attendance at the “Engaging Leaders: Building Bright Futures For Young Children” conference is consistent with the Commission’s Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.2) Authorize travel for one staff person to attend the three-day conference.
Fiscal Impact:	Up to \$2,000 from the Administration and Evaluation allocation in the Commission’s Fiscal Year 2002 – 03 budget.

First 5 Commission of San Diego

Item 11

Literacy Training for Child Care Providers – Contract Award

Overview:	On October 7, 2001 (Item 8), the Commission approved the Statement of Work and a two-year expenditure of up to \$400,000 for a Request for Proposal (RFP) to hire a consultant to provide child literacy training for child care providers countywide. Realizing the importance of pre-literacy skills in children and the literacy of their parents in the success of school readiness, the Commission is committed to making a significant investment in improved literacy for the County's 223,000 children ages zero to five and their parents over the long term. The child literacy training for child care providers program will meet specific short-term literacy goals that are consistent with the Commission's Implementation and Allocation Plan for January 2001 through June 2003.
Discussion:	On November 5, 2002, the Commission (via the County Department of Purchasing and Contracting), released an RFP for child literacy training services for child care providers throughout the county. A pre-proposal meeting was held on November 20, 2002 and proposals were submitted on December 20, 2002. YMCA Childcare Resource Services is being recommended for contract award. The Source Selection Committee noted that this organization has long-term experience providing services to the target population, strong linkages and collaborative relationships with organizations to enhance resources for the target population, and strong organizational management and experience.
TPAC Statement:	This Statement of Work for this program was not presented to the Professional Advisory Committee (TPAC).
Staff Recommendation:	<ol style="list-style-type: none">1) Receive the Source Selection Committee recommendations.2) Find that the proposed contract recommended for award is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.3) Authorize the Executive Director to a) work with Purchasing and Contracting to negotiate a contract with YMCA Child Care Resource Services and; b) execute a two-year contract for up to \$400,000 with YMCA Child Care Resource Services to provide child literacy training to child care providers.
Fiscal Impact:	Up to \$200,000 from the Strategic Community Investment allocation in the Commission's Fiscal Year 2002 – 03 budget and up to \$200,000 from the Commission's Strategic Community Investments allocation in the Fiscal Year 2003-04 budget.

First 5 Commission of San Diego

Item 12

Implementation and Allocation Plan 2003 – 2006

Overview:	<p>The Commission uses an Implementation and Allocation Plan to outline specific funding priorities within the framework of the three-year Strategic Plan. The Strategic Planning Committee has developed a draft Implementation and Allocation Plan, which describes proposed Priority Result Areas and Strategies. A draft is provided for the Commission's discussion.</p>
Discussion:	<p>A draft Implementation and Allocation Plan was shared at the January 27, 2003 Commission Retreat and the February 10, 2003 TPAC meeting. The Strategic Planning Committee has given serious consideration to all comments received.</p> <p>The committee is recommending strategies that address five Priority Results:</p> <ul style="list-style-type: none">## Critical health issues that impact school readiness are identified and addressed## Parents and other caregivers have knowledge, skills and resources to support children's health and social, emotional and cognitive development## Parents, schools and communities participate in school readiness## Parents and communities are engaged in improving the lives of children and families## Community resources for children and families are linked and coordinated <p>The attached chart lists the recommended strategies for each Priority Result and shows which strategies are continuing and which are new.</p> <p>At the January Commission Retreat, some Commissioners requested more information for three continuing programs: the Kit for New Parents – San Diego Welcome Baby Program; San Diego CARES; and the Americorps Program (currently a small pilot program). A Program Matrix (attached) has been developed for each to provide Commissioners with more detailed information such as the purpose of the program, expected results, accomplishments, evaluation data and proposed funding.</p> <p>On March 4th the Indicator Workgroup will be meeting to identify potential indicators for the proposed Implementation Plan strategies. The draft plan and indicators will be presented to TPAC again on March 17, 2003 and to the Commission with TPAC's comments on April 7th.</p>
TPAC Statement:	<p>No statement at the February 10, 2003 meeting.</p>
Staff Recommendation:	<p>None. For discussion only.</p>
Fiscal Impact:	<p>None.</p>

**FIRST 5 SAN DIEGO
IMPLEMENTATION PLAN 2003 – 2006
RATIONALE AND INDICATORS**

PRIORITY RESULTS & STRATEGIES	RATIONALE	INDICATORS	APPROX. FUNDING
1. Critical health issues that impact school readiness are identified and addressed.			
<p>€# Support a countywide needs and assets assessment to identify priority health issues related to school readiness and develop research-based recommendations for strategic initiatives</p> <p>€# Continue to provide health and developmental assessments and treatment</p>	<p>€# Health needs in our county are numerous, and it is important to focus First 5 funding where it can make a difference.</p> <p>€# The recommendations emerging from a broad, systematic assessment will focus and guide future Commission funding and other activities in this important area.</p>		
<p>€# Increase the number of children receiving health and developmental assessments and treatment</p>	<p>€# In 2002 the Commission granted funds to providers for health and developmental assessments and treatment.</p> <p>€# Funding was for one year, with a potential renewal for an additional year for successful programs.</p> <p>€# These programs have been successful and it is recommended that their funding be renewed for a second year.</p>		
<p>€# Support a health consultant program for child care providers</p>	<p>€# The funded efforts cover a broad spectrum of health and developmental services for children. However, current programs are only reaching an estimated 5% of children ages 0 to 5.</p> <p>€# Additional efforts are needed to reach children whose families do not speak English or Spanish, and to strengthen referral linkages with providers and agencies.</p> <p>€# Additional funding is recommended to support expansion of assessment and treatment to more children.</p> <p>€# In its White Paper prepared for the Commission, the child care community recommends a health consultant program be implemented to improve child care providers' awareness of health problems and resources, so they can assist parents with accessing needed health services.</p>		

PRIORITY RESULTS & STRATEGIES	RATIONALE	INDICATORS	APPROX. FUNDING
€# Participate in and leverage resources through the State Commission's Oral Health Initiative	<p>€# Tooth decay is the most common preschool diagnosis.</p> <p>€# San Diego County has only 38 pediatric dentists and fewer than 200 dentists who treat children ages 0 to 5.</p> <p>€# Oral health, including training of oral health providers, is a priority of the State Commission and we expect that we will be able to leverage funds and other resources.</p>		
€# Participate in and leverage resources through the State Commission's initiatives for children with disabilities and special needs	<p>€# The State Commission's Strategic Plan includes education and care services for children with disabilities and other special needs. There may be opportunities to link with state resources in the context of First 5 San Diego strategies.</p>		
€# Participate in and leverage resources through the State Commission's Infant, Preschool and Family Mental Health Initiative	<p>€# Observational data on preschoolers indicate that between 4% and 6% have serious emotional and behavioral disorders.</p> <p>€# Studies show that the emotional, social and behavioral competence of young children predicts their academic performance in first grade, over and above their cognitive skills and family backgrounds.</p> <p>€# The State Commission is developing a broad initiative to increase family-based mental health services to young children. There may be opportunities to leverage or link with state resources in the context of First 5 San Diego strategies.</p>		
2. Parents and other caregivers have knowledge, skills and resources to support children's health and social, emotional and cognitive development.			
€# Provide the Kit for New Parents to all new parents	<p>€# The Kit for new parents contains information and materials for health, nutrition, breastfeeding, child safety, immunizations, language skill development, etc. It also contains baby's first book.</p> <p>€# State Commission funds pay for the Kits; almost 58,000 have been distributed in San Diego County.</p> <p>€# Pilot testing of the Kit indicated that 89% of mothers used the kit, 49% changed behavior because of the kit.</p> <p>€# The Kit has been a tool for developing partnerships and educating parents through a wide variety of health and community organizations</p>		

PRIORITY RESULTS & STRATEGIES	RATIONALE	INDICATORS	APPROX. FUNDING
€# Provide ongoing education, information and support to parents to help them promote their child's cognitive development	€# Community members, through community conversations, tell us that parent education and support are most important for school readiness. We should "support the parents to support the child." €# The majority of children entering school have not attended preschool, and many have not been exposed to other experiences to prepare them cognitively for school. €# Community members advocate for educating parents about their role as the child's first teacher, including a variety of pre-literacy activities and other developmental activities. €# The Commission has funded a variety of parent education programs, many of which are eligible for second year funding. It is recommended that the focus on parent education be maintained.		
€# Educate and retain child care providers through the CARES Program	€# An estimated 133,500 San Diego children under age six have working parents and require child care. €# Improved training of child care providers and stability of the work force are critical factors in the quality of child care. €# The CARES program has supported education in community college settings for over 2,000 child care workers to date, resulting in better programs and improved staff retention. €# 25% of the CARES program costs are matched by the State Commission		
€# Provide mini-grants to child care providers for materials to support early learning and pre-literacy	€# The Commission is currently funding curriculum development and training for child care providers in early literacy. €# Mini-grants would be targeted specifically to providers who have received the early literacy training, to assist them in purchasing materials to use with children. €# This effort would reach licensed and informal care providers.		
3. Parents, schools and communities participate in school readiness.			
€# Continue School Readiness Initiative in 8 school districts with low-performing schools	€# The state School Readiness Initiative provides a 1:1 match of funding for programs. €# San Diego County has been a leader in this initiative. €# By September 2003, the 8 participating school districts will have School Readiness programs in operation, addressing 5 Essential elements of Early Care and Education, Health and Social Services, Parenting/Family Support, Schools' Readiness for Children, and Infrastructure. €# The State Commission will provide strong technical assistance and evaluation of initiative activities at the local level. €# This initiative presents an important opportunity to partner with schools to provide a broad range of experiences and supports to prepare children for school success.		

PRIORITY RESULTS & STRATEGIES	RATIONALE	INDICATORS	APPROX. FUNDING
€# Engage kindergarten teachers and other school professionals to identify commonly accepted expectations for school readiness	€# Every year, over 37,000 children in our county enter public kindergarten. €# Every school district (there are 42 in San Diego County) has different criteria for “school readiness.” €# Recurring questions from parents at community conversations are “what is school readiness? What does my school expect of my child when he enters kindergarten?” €# The School Readiness Leadership Team recommends engaging kindergarten teachers and other school professionals from all districts to answer these questions. €# This effort will greatly contribute to parents’ ability to help their child develop necessary skills for school success.		
4. Parents and communities are engaged in improving the lives of children and families			
€# Support the involvement of parents and community members in identifying issues and solutions through ongoing community engagement and parent leadership development	€# An important part of the Commission’s mission is to build community capacity and infrastructure. €# A very successful effort for building community capacity has been the development of parent collaboratives in all six regions of the county to increase community awareness of early childhood development and develop practical, low-cost solutions to issues. €# The collaboratives have been an important conduit for our community conversations, substantially increasing parent participation. €# They have increased the parent voice in TPAC, leadership teams and community collaborative decision-making bodies.		
€# Use the AmeriCorps/VISTA program to engage community members in community service that supports young children, families and communities	€# The AmeriCorps program trains and utilizes community members to work in community programs; Vista brings trained volunteers to the community. €# Several of the parent collaborative members have become AmeriCorps volunteers to continue working in their communities. €# Our county has the potential of utilizing many more community members into AmeriCorps to support ongoing health, social services and other Commission-funded activities. €# First 5 grantees have reported they have great difficulty finding bi-lingual staff trained to provide children and family services €# This effort will leverage federal funds supporting AmeriCorps and Vista participants.		

PRIORITY RESULTS & STRATEGIES	RATIONALE		INDICATORS	APPROX. FUNDING
5. Community resources for children and families are linked and coordinated.				
€# Support a pre-literacy planning collaborative to develop a long-term plan for San Diego County	€# Pre-literacy has been an ongoing priority of the San Diego Commission. The Literacy Summit in June 2002 made it clear that there are hundreds of pre-literacy and literacy programs in our county. €# Summit attendees strongly supported the idea of coming together to develop a long-term plan for linking resources. €# This effort would dovetail with and support the School Readiness Initiative.			
€# Support a regional behavioral health planning/coordinating effort to formulate a plan for linking and coordinating behavioral health services	€# Observational data on preschoolers indicate that between 4% and 6% have serious emotional and behavioral disorders. €# Service providers are often not aware of the behavioral health services that are available for children, nor of how they may access services for clients. As a result, services can be difficult to access and care can be fragmented. €# Early Childhood Mental Health providers have highlighted the need for countywide coordination. €# The Commission has a role as catalyst for linking existing resources and maximizing effectiveness of services.			
€# Support the development of the 211 information and referral program to support families of children ages 0 to 5	€# The community recognizes that an abundance of outstanding resources, programs and services exist in our County. €# However, community members tell us that they do not know how to access these existing resources for health, social services, information and other supports. €# The 211 system, to be implemented statewide and nationally, will provide a single information and referral number for health and social services. €# The local Commission has supported the development of 211 to address the needs of children ages 0 to 5 and their parents.			
€# Develop and strengthen partnerships among private and public funders of programs for children and families	€# Local partnerships have been an important focus of the County Health and Human Services Agency. €# The Commission has been a partner in ongoing meetings and conversations among private and public funders to strengthen partnerships for children and families.			

**FIRST 5 SAN DIEGO
IMPLEMENTATION PLAN 2003 – 2006**

PRIORITY RESULTS & STRATEGIES	CONTINUING	NEW	RESULTS AREA			
			Health	Social/ Emotional	Cognitive	Families, Communities, & Systems
Critical health issues that impact school readiness are identified and addressed.						
## Support a countywide needs and assets assessment to identify priority health issues related to school readiness and develop research-based recommendations for strategic initiatives		X	X			
## Continue to provide health and developmental assessments and treatment	X		X		X	
## Increase the number of children receiving health and developmental assessments and treatment		X	X		X	
## Support a health consultant program for child care providers		X	X			
## Participate in and leverage resources through the State Commission's Oral Health Initiative		X	X			
## Participate in and leverage resources through the State Commission's initiatives for children with disabilities and special needs		X	X	X		
## Participate in and leverage resources through the State Commission's Infant, Preschool and Family Mental Health Initiative		X		X		
Parents and other caregivers have knowledge, skills and resources to support children's health and social, emotional and cognitive development.						
## Provide the Kit for New Parents to all new parents	X		X	X	X	
## Provide ongoing education, information and support to parents to help them promote their child's cognitive development	X	X			X	
## Educate and retain child care providers through the CARES Program	X			X	X	

PRIORITY RESULTS & STRATEGIES	CONTINUING	NEW	RESULTS AREA			
			Health	Social/ Emotional	Cognitive	Families, Communities, & Systems
€# Provide mini-grants to child care providers for materials to support early learning and pre-literacy		X			X	
Parents, schools and communities participate in school readiness.						
€# Continue School Readiness Initiative in 8 school districts with low-performing schools	X		X	X	X	X
€# Engage kindergarten teachers and other school professionals to identify commonly accepted expectations for school readiness		X				X
Parents and communities are engaged in improving the lives of children and families						
€# Support the involvement of parents and community members in identifying issues and solutions through ongoing community engagement and parent leadership development	X					X
€# Use the AmeriCorps/VISTA program to engage community members in community service that supports young children, families and communities	X	X	X	X	X	X
Community resources for children and families are linked and coordinated.						
€# Support a regional behavioral health planning/coordinating effort to formulate a plan for linking and coordinating behavioral health services		X		X		
€# Support a pre-literacy planning collaborative to develop a long-term plan for San Diego County		X			X	
€# Support the development of the 211 information and referral program to support families of children ages 0 to 5	X		X	X		X
€# Develop and strengthen partnerships among private and public funders of programs for children and families	X					X

2003-2004 DRAFT IMPLEMENTATION PLAN PROGRAM MATRIX

Program Name	First 5 Service Corps – Americorps/VISTA 3-10 Year Program
Grantee/Contractor	<p>Staff recommends that an RFP be released to identify an administrative agency with responsibility for member recruitment, training coordination, technical assistance to placement sites, site monitoring, fiscal, payroll and reporting.</p> <p>Current First 5 Commission of San Diego grantees and contractors (including School Readiness Initiative Programs) would be eligible to receive Americorps/VISTA members to support and enhance their Commission funded programs. Previous grantees and other programs supporting the Commission's vision would be eligible if all slots are not filled by current grantees.</p> <p>[The contractor for the current pilot program, with four 25% time Americorps members, is the Consensus Organizing Institute (COI). The members began their service in November 2002 and the pilot will end by December 2003.]</p>
Program Purpose	<p>The purpose of the Americorps/VISTA program is to improve communities by building individual and community capacity. The program supports individual self-sufficiency by providing community members with work experience and training that can lead to human service careers in fields with projected job growth such as education, childcare and health. The program will build community capacity by developing workers that are committed to community improvement and by providing a long-term, sustainable workforce resource to support and enhance Commission funded programs. A special emphasis will be placed on developing a bilingual workforce, which has been identified as a need through grantees' quarterly reports.</p>
Expected Results	<ul style="list-style-type: none"> ⌘ Beginning August 2003, 75 Americorps and 25 VISTA members will be placed with First 5 San Diego grantees each year for 3-10 years ⌘ The Americorps/VISTA members will support grantees in achieving program results ⌘ Americorps/VISTA members will participate in training that will enhance their opportunities for future health and human service careers ⌘ Americorps/VISTA members will participate in work experiences that will enhance their opportunities for future health and human service careers ⌘ The Americorps/VISTA program will increase the number of bilingual workers prepared to enter the health and human service workforce. <p>Note: A more detailed evaluation plan will be developed in partnership with participating grantees, once those grantees are identified.</p>

Prior Commission Actions & Funding	<p>€# On January 28, 2002 the Commission ratified the proposal for third year funding submitted to the Civic Engagement Project for Children and Families on January 15, 2002. Included in the proposal was the strategy to participate in the Americorps/VISTA pilot and to use Americorps stipends for Parent Involvement Coordinators that would work with the Consensus Organizing Institute. CEP funding of \$9,495 was requested and approved to fund the local Americorps match through February 28, 2003 (not all funds have been spent and we've requested that CEP allow us to carryover \$3,630).</p> <p>€# On September 9, 2002 the Commission found that participation in the Americorps program is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit. The Commission also authorized the Executive Director to submit an application for participation in the statewide Americorps/VISTA Program</p>
Program Accomplishments	<p>€# San Diego was one of 15 Prop 10 Commissions to implement a pilot program in the fall of 2002. San Diego's application to participate in the pilot program was submitted in January 2002.</p> <p>€# Four part-time (25% time) Americorps members began their service in November, 2002 as Parent Involvement Coordinators with the Consensus Organizing Institute</p>
Evaluation Data	<p>Evaluation data from the pilot is not yet available</p>
Alignment with Criteria for Choosing Priority Results	<p><input checked="" type="checkbox"/> Consistent with intent of Prop 10 and local strategic plan</p> <p><input checked="" type="checkbox"/> First 5 can credibly make a difference</p> <p><input checked="" type="checkbox"/> Will affect a considerable number of children and families</p> <p><input checked="" type="checkbox"/> Expected results are easily understood</p> <p><input checked="" type="checkbox"/> Does not duplicate or supplant</p>
Additional Considerations	<p>The program design was developed with input from the Commission, the Civic Engagement Leadership Team, TPAC and a TPAC ad hoc Americorps/VISTA committee.</p> <p>€# Information on Americorps/VISTA was presented to TPAC on 3/18/02 (as part of Civic Engagement Leadership Team report), 5/20/02, 6/17/02, and 8/19/02. TPAC could not make a formal recommendation to the Commission due to the potential conflict of interest</p> <p>€# Information on Americorps/VISTA was presented to the Commission on 8/5/02 and 9/9/02.</p>
Proposed 2003-04 Funding	<p>Commission contribution of up to \$1.5 million proposed</p> <p>Americorps local stipend and benefit cost per full-time member = \$7,600-11,100 Total maximum cost = \$832,500 (75 members)</p> <p>VISTA local stipend cost per full-time member = \$10,000. Total cost = \$250,000 (25 members)</p> <p>Administrative agency contract and member training = \$190,000 - \$300,000</p>
Expected Leveraged Funding	<p>Federal match of \$1,612,500</p> <p>Americorps federal match per member = \$18,125 (includes \$8000 cash match, \$4,725 education award and up to \$5,400 for childcare expenses). Total federal match = \$1,612,500</p>

	<p>match = \$1,359,375</p> <p>VISTA federal match per member = \$10,125 (includes education award and childcare expenses). Members are also provided with health insurance; cost is not included in match. Total federal match = \$253,125+</p>
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2003-2004 DRAFT IMPLEMENTATION PLAN PROGRAM MATRIX

Program Name	San Diego CARES (Compensation And Retention Encourage Stability)
Grantee/Contractor	YMCA Childcare Resource Service
Program Purpose	To improve the quality of local childcare programs through increased training and retention of licensed child care providers in centers and family childcare homes.
Expected Results	<ul style="list-style-type: none"> ⌘ Improved retention of early care and education staff ⌘ Increased education and professional growth of early care and education staff ⌘ Improved quality of early care and education programs
Prior Commission Actions & Funding	<ul style="list-style-type: none"> ⌘ In May 2001, the Commission approved the CARES program design, authorized the Commission Chair to respond to the State Request for Funds, and authorized the Executive Director to execute a contract with the YMCA Childcare Resource Service. ⌘ The Commission has approved total contract costs of \$3.6 million through June 30, 2003 (most stipends have been paid out in the second year)
Program Accomplishments	<ul style="list-style-type: none"> ⌘ Conducted extensive outreach by hosting 26 technical assistance workshops and by conducting over 200 presentations at centers, child development classes and family childcare homes. ⌘ Solicited several community partners to assist with outreach including family childcare associations (including the Hispanic Association), community colleges and the San Diego Association for the Education of Young Children. ⌘ 2,122 providers have applied and met eligibility requirements ⌘ 657 providers have completed programs requirements and received a \$1500 Prop 10 funded stipend (Another 220 have received stipends through AB212 funding). Program requirements are: completion of 6 child development units (or equivalent training hours) and 9 months with the same employer prior to program entry; and completion of 6 additional units and 9 more months with the same employer after program entry.
Evaluation Data	<p>Results of Program Impact Survey – Centers (survey was mailed to 437 centers with CARES participants; 38% response rate). A similar survey of family childcare programs is in progress.</p> <ul style="list-style-type: none"> ⌘ A significant correlation ($p < .05$) was found between CARES participation and reduction in turnover among teachers, assistant teachers and aides ⌘ The baseline turnover rate in participating programs was 18.5%; after 1 year of CARES the turnover rate was 13.3% ⌘ The higher the participation in CARES, the greater the reduction in turnover from baseline year to end of Year 1 ⌘ Center directors also reported that the CARES program positively impacted the professional development of staff <p>Results of Participant Survey (950 surveys mailed, 32% response rate)</p> <ul style="list-style-type: none"> ⌘ 91% said service from YMCA CRS was excellent or good ⌘ 90% reported that completing the CARES program increased the quality of their childcare program ⌘ 89% stated that completing the CARES program helped them learn new skills to use when working with children ⌘ 92% said they would apply for Year 2 of the CARES program

Alignment with Criteria for Choosing Priority Results	<input checked="" type="checkbox"/> Consistent with intent of Prop 10 and local strategic plan <input checked="" type="checkbox"/> First 5 can credibly make a difference <input checked="" type="checkbox"/> Will affect a considerable number of children and families <input checked="" type="checkbox"/> Expected results are easily understood <input checked="" type="checkbox"/> Does not duplicate or supplant
Additional Considerations	<p>In October 2002, the San Diego County Child Care and Development Planning Council presented to the Commission a "White Paper on Child Care Quality and School Readiness." One of the three key recommendations of the White Paper was the enhancement and extension of the CARES stipend program.</p> <p>Based on the experiences of the last year and a half, the Planning Council has recommended changes to enhance the program and increase participation. Those changes include:</p> <ul style="list-style-type: none"> ⌘ Allow approved school readiness training as an equivalent way of meeting the educational requirements for a stipend ⌘ Support provider use of the Harms/Clifford Environmental Rating Scale. Require participants to complete a self-assessment and to set goals and reward documented improvements ⌘ Pay enhanced stipend levels of: 1) Additional \$1500 for the achievement of 12 units; 2) Additional \$250 to \$1500 for achieving higher level permits on the Child Development Matrix ⌘ Provide incentives to informal caregivers to obtain and implement school readiness and other quality care strategies. <p>The proposed \$3 million/year budget will most likely not be enough to implement all of the above enhancements. Further discussion is needed to determine which enhancements will be most effective at achieving the desired results. Commission approval will be sought for any substantive program changes as part of the new contract.</p>
Proposed 2003-04 Funding	Up to \$3 million [YMCA CRS support and administration costs will be approximately 10% of the total (\$300,000), the remainder will be paid out in direct stipends to providers]
Expected Leveraged Funding	<p>The State Commission is considering continuation of the CARES program. In the past they matched 25% of the local Commission's contribution. If they provide the same match in '03-'04 the State Commission match will be \$750,000 (based on a \$3,000,000 local Commission contribution)</p> <p>It's anticipated that the State will continue AB212 funding which pays CARES stipends for staff in State-funded preschools. Anticipated funding for 2003-04 is \$868,221. This amount is in addition to the \$3,750,000 projected cost for Prop 10 funded stipends.</p>

2003-2004 DRAFT IMPLEMENTATION PLAN PROGRAM MATRIX

Program Name	Kit for New Parents: San Diego Welcome Baby Program
Grantee/Contractor	Regional Perinatal System
Program Purpose	<p>First 5 California has developed a Kit for New Parents to be given to the parents of each newborn. The Kit (valued at approximately \$22) is provided to counties at no cost for counties to act as distribution partners. The Kit, available in English and Spanish, contains information and materials on topics such as health and nutrition, breastfeeding, child safety, discipline, early literacy, child care, parenting, and immunizations. Over 43,000 Kits are allocated to San Diego County annually. This is the third largest county allocation in the state.</p> <p>Methods for local use and distribution of the Kits were designed through the input of community child health, child development and family support experts, providers, coalitions, networks and community members. The San Diego First 5 Commission has contracted with Regional Perinatal System (RPS) to develop and implement a program to ensure that the Kits are distributed to new parents at appropriate times through key distribution partners throughout the county.</p>
Expected Results	<p>The Kits are a resource to achieve the result that new parents will have information about how they can best support their children's physical, social and emotional health, cognitive development, and school readiness.</p> <p>The primary goals of Phase II of the RPS contract are:</p> <ul style="list-style-type: none"> # To maintain effective methods of promoting, distributing, presenting and tracking Kits # To implement full customization of the Kits, based on the community input received during the Kit planning process # To develop a local resource manual for parents of children ages 0 to 5 # To complete, with selected evaluation partners, a local evaluation of how parents receive and use the Kits.
Prior Commission Actions and Funding	<ul style="list-style-type: none"> # In June, 2001 the Commission approved a one-year contract (with two option years) with RPS to develop and implement effective methods of utilizing, receiving, storing, distributing and tracking the Kits throughout the county. # Total contract funding allocated July, 2001 through June, 2003: \$1,457,731
Program Accomplishments	<ul style="list-style-type: none"> # 57,984 Kits have been distributed since January, 2002. # RPS has enlisted broad community commitment to the implementation of the Kits. More than 400 community partners have assisted in the distribution of the Kits, including 201 key partners who focus on services for children ages 0 to 2 or maternity services. # Distribution partners serving special needs children and their parents, including adoptive/foster parents, have been recruited and trained. # RPS has widely promoted the availability of the Kits through magazine advertisements, brochures, newsletter articles, conference exhibits, website information, and community presentations. # Program staff have conducted site visits to distribution partners for training, evaluation and promotion activities. Individualized support has been provided to strategize creative and unique ways to utilize the Kit in diverse settings. # Community groups have been convened to provide input regarding customization of Kits for San Diego County, identifying items to be added to 1,000 Kits for a local field test. # Local experts have been convened for the development of a local parent Resource Manual to be included in the customized Kit. # RPS has been recognized as a model and has consulted with the State Commission and other counties regarding Kit implementation and troubleshooting.

Evaluation Data	<p>## Statewide pilot evaluation, conducted by UC Berkeley, showed that 89% of mothers and 54% of their partners had used some portion of the Kit. Overall, 48% of the women in the study reported that they had changed their thinking or behavior because of the Kit.</p> <p>## Local evaluation of parents' response to, and use of, the Kits is in progress. This countywide evaluation is an adaptation of the Berkeley evaluation. Over 700 parents have completed pre-testing (knowledge and behavior questions), and to date over 200 have completed post-testing. Preliminary results of this evaluation will be available in March, 2003.</p> <p>## Anecdotal reports from parents and distribution partners, particularly those who serve Spanish-speaking and underserved parents, have been enthusiastic.</p> <p>## Ongoing evaluation of partner support and training has been very positive.</p>
Alignment with Criteria for Choosing Priority Results	<p><input checked="" type="checkbox"/> Consistent with intent of Prop 10 and local strategic plan</p> <p><input checked="" type="checkbox"/> First 5 can credibly make a difference</p> <p><input checked="" type="checkbox"/> Will affect a considerable number of children and families</p> <p><input checked="" type="checkbox"/> Expected results are easily understood</p> <p><input checked="" type="checkbox"/> Does not duplicate or supplant</p>
Additional Considerations	<p>The Kits for New Parents represent the "face" of the First 5 Commission. They are colorful and recognizable, and they reach families of all kinds with tangible materials that promote the Commission's vision and priority results. As a cornerstone of parent education for school readiness, the Kits provide consistent information to parents and child support services about child health and development. In addition, they have been catalysts for developing partnerships on which future activities can be based. The Kits are being used throughout the community across the spectrum of programs serving children 0 to 5 and their parents.</p>
Proposed 2003-04 Funding	<p>Up to \$1,500,000, including:</p> <p>## Up to \$500,000 for continued distribution of Kits, partner training, promotion, tracking and local evaluation</p> <p>## Up to \$1,000,000 for costs of local customization materials</p>
Expected Leveraged Funding	<p>Approval of this renewal will allow the Commission to continue to receive the Kits for New Parents from the State Commission, at a value of approximately \$950,000 per year plus associated shipping costs.</p>

First 5 Commission of San Diego

Item 13

Transition Planning for Commission Executive Director

Overview: In November 2002, the County of San Diego initiated a nation-wide recruitment for an Executive Director of the First 5 Commission of San Diego. As a result of the recruitment, Laura Spiegel has been appointed to the position by Health and Human Services Agency Director, Rodger Lum. The month of March 2003 will be a transition period for Ms. Spiegel. She will begin working part-time for the Commission, effective March 7th. She will begin full time service on April 4th. Ms. Spiegel replaces Gloria Bryngelson, who is retiring on March 14, 2003.

Discussion: Ms. Spiegel is currently the Chief Executive Officer of Home Start, Inc., a San Diego based non-profit organization devoted to family support services. As an individual, she is committed to prevention, early intervention, and systems change efforts that give children optimal opportunities to thrive and succeed.

During the last four years, many of her efforts have been focused on establishing the San Diego Association of Non-Profits (SANDAN). SANDAN is a membership organization formed to unify and leverage the influence of the non-profit sector on behalf of the community.

As an active participant in numerous community collaboratives, her leadership and skills have had a direct impact on the improvement of quality of life for the San Diego community. Ms. Spiegel is presently a member of the El Cajon Collaborative Executive Committee, Past President – Board of Directors for the San Diego Association of Non-Profits, past representative for the San Diego County Heartbeat Consortium, Past CEO Coach of the Fieldstone Foundation Coaching Network, and current member of the First 5 Commission of San Diego's Technical and Professional Advisory Committee.

Ms. Bryngelson is retiring after nearly thirty years of County service. The last three and a half years have been with the Commission.

TPAC Statement: None.

Staff Recommendation: Receive this report.

Fiscal Impact: None.

First 5 Commission of San Diego

Item 14

Implementation and Allocation Plan

Overview:	The Implementation and Allocation Plan needed to operationalize the Strategic Plan for Fiscal Years 2001 – 02 and 2002 - 03 was approved by the Commission on June 25, 2001 (Item 13). Attached for information is a status report of the results to be obtained from the plan.
Discussion:	Updates to the Implementation and Allocation Plan are highlighted in bold type.
TPAC Statement:	The Implementation and Allocation Status Report was presented to the Technical and Professional Advisory Committee (TPAC) as an information item at its February 10, 2003 meeting.
Staff Recommendation:	Receive this report.
Fiscal Impact:	None.

Implementation and Allocation Plan- FY 2002/03 –March 2003

RESULTS	POTENTIAL STRATEGIES	STATUS
Improving School Readiness		
Children are physically, emotionally and developmentally ready to learn	<p>€# Health, emotional and developmental assessments at critical ages prior to entering school, with linkage to needed services</p> <p>€# Increase community capacity to address health, social, emotional and developmental issues</p>	<p>€# All eight grant agreements awarded in response to RFGA 20055 have been executed.</p> <p>€# In August 2002, the Commission approved 41 applicants that responded to RFGA 20133 for award totaling \$14,939,467, pending successful negotiation. Eight applicants were placed on a pending list for award should additional funding become available as a result of the negotiation process.</p> <p>€# To date, 39 contracts have been executed. Two awardees will be funded in March/April. As a result of savings realized during the negotiation process, Catholic Charities has been funded from the pending list.</p>
Children have literacy skills which are developmentally appropriate	<p>€# A literacy summit</p> <p>€# Development of a long-term literacy plan</p> <p>€# Campaign to raise awareness of literacy in the community</p> <p>€# Resource guide of literacy programs and services in County</p> <p>€# Child literacy training for library staff and child care providers</p>	<p>€# Contract with San Diego READS for child literacy training for library staff is ongoing. The curriculum developer has been selected and has begun work on the training material.</p> <p>€# Contract with Inform San Diego for the development of an early literacy guide is ongoing. Inform San Diego met with staff and the Literacy Leadership Team. The final draft is expected in March 2003.</p> <p>€# The Request for Proposal (RFP) for Early Literacy Training for Child Care Providers was released on November 5, 2002. A Source Selection Committee reviewed the proposals and their recommendation of a contract award, pending successful negotiation, to YMCA – Family Care Resource Center will be presented to the Commission on March 10, 2003.</p> <p>€# The Literacy leadership Team met on February 10, 2003. The next meeting is scheduled for March 10, 2003.</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
<p>Parents have high quality information and support for meeting the needs of their children</p>	<p>## Welcome Baby Kit implementation ## Planning collaborative for asset-based parent information systems for services and supports for families with children 0 to 5 ## Support of community-based parent education</p>	<p>## Contracted with Regional Perinatal for implementation of the <i>Kit for New Parents</i> Following are the updated statistics for San Diego County:</p> <ul style="list-style-type: none"> o Total Kits sent to date (Jan – Dec '02) – 56,984 o Annual allocation for San Diego County – 43,261 (an average of 3,000-4,000 kits a month will equal our allocation by the end of the fiscal year) o Total Distribution Partners: 201 <p>## The San Diego launch of the <i>Kit for New Parents</i> occurred on January 28, 2002, at the Beacon Family Resource Center in Chula Vista.</p> <p>## A contract with The Fromm Group has been executed to identify and evaluate existing parent info lines (for parents with children 0 to 5). Work continues.</p> <p>## Commission staff executed 39 grants of up to \$10,000 with Small Parent-run Organizations (approved by the Commission on March 4, 2002).</p> <p>## RFGA 20133, released in Spring 2002, made up to \$15 million available to support the Commission's results that children are physically, emotionally and developmentally ready to learn and that parents have high quality information and support to better meet the needs of their children. As noted above, the Commission approved 41 applicants for award totaling \$14,939,467 pending successful negotiation. Eight applicants were placed on a pending list for award should additional funding become available as a result of the negotiation process and, to date, one organization (Catholic Charities) on this list has received funding.</p>
<p>Child care/early education is high quality</p>	<p>## CARES Project to support education and retention of child care providers</p>	<p>## The YMCA CRS contract to administer the CARES program was extended to June 30, 2003.</p> <p>## The deadline for new applications was September 15, 2002, to meet program requirements by the end of the two-year contract. Applications received after the deadline are being held as pending until the Commission approves new funding as part of the 2003 – 04 Implementation Plan.</p> <p>## The Child Care Planning Council is recommending that the program be continued for another two years.</p> <p>## Of the estimated 4,325 child care providers eligible for the CARES program: 2,613 have applied, 2,122 have met the entrance requirements and 657 have received the \$1,500 stipend completing all education and retention requirements..</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
Building Community Capacity		
Community capacity for integrated, accessible, inclusive and culturally appropriate services is increased	<p>## Community engagement activities, including activities in geographically isolated communities</p> <p>## Community organizing projects</p> <p>## Technical assistance to community organizations (e.g., grant writing, organizational development, collaboration, leveraging)</p> <p>## Service coordination and integration through the RFGA process</p>	<p>## A consultant completed a preliminary evaluation of TA needs and has provided recommendations for planning and implementing TA at multiple levels. Commission staff is evaluating these recommendations.</p> <p>## The Commission was one of 15 counties selected to participate in the GO SERV – CCAFA Prop 10 AmeriCorps Pilot Initiative. Four local resident leaders began their service in November 2002, and are working with the Consensus Organizing Institute as Parent Involvement Coordinators.</p> <p>## The Consensus Organizing Institute has established Memorandum of Understandings (MOU) with North County Collaboratives (for communities in Escondido and Oceanside) and the African Families Health Initiative (for Central San Diego) to work with the collaboratives in engaging parents in activities that support young children and their families.</p> <p>## On September 9, 2002, the Commission approved an application to participate in the statewide First 5 Service Corps/AmeriCorps Initiative. A statewide application was submitted to the federal government in November. If approved, the Commission will receive federal match dollars to implement a local AmeriCorps/VISTA program to support local Prop 10 efforts. The initiative would begin in August 2003 and is expected to run from three to ten years.</p> <p>## TPAC meetings will be held in conjunction with Community Conversations on a quarterly basis. The proposed schedule is March 17 in Vista Public Library, May 19 in National City, August 18 in Sherman Heights, and November 17 in East County.</p> <p>## On February 22, the Consensus Organizing Institute held a Parent Leadership Conference. The Conference, attended by 39 people, focused on building organizational and leadership skills for parent leaders and small parent-run grantees. The training sessions offered were: Getting Others Involved in Your Community Effort, Outcomes and Evaluation of Your Grant Work, Exercising Your Rights as a Parent, Becoming a Non-profit and Fundraising. Commissioner Ken Colling was the provided the opening remarks.</p> <p>## A consultant has been identified to develop Presentation Modules that will be used for Community Conversations and presentations. The topic areas are: <i>The Purpose and Promise of Proposition 10, The First Five Years are the Most Important, and School Readiness = Life Readiness.</i> The modules will be designed to be flexible so that each topic area in the modules can stand-alone or be removed from the presentation to meet the needs of different audiences. Funding for the Presentation modules came from the CEP Year 3 grant.</p>

RESULTS	POTENTIAL STRATEGIES	STATUS
Using Resources Effectively		
State Commission and other outside resources are leveraged to meet the needs of local children and families	<p>€# Planning collaborative to assess assets and needs regarding Discuss School Readiness Centers</p> <p>€# Expansion of State Commission household survey on child care</p> <p>€# Use of State Commission's public education materials</p>	<p>€# \$50,000 in planning funds approved by the Commission for each of the eight eligible school districts to receive School Readiness funding.</p> <p>€# All eight of the participating schools have submitted applications. Four of those school districts, San Diego, San Ysidro, National and Chula Vista have been approved and funded. Two of the school districts, El Cajon and Vista require additional information based upon State review. The final two school districts, Oceanside and Escondido, are still being reviewed at the local Commission level. The next submission date for state review is June 15, 2003.</p> <p>€# School Readiness Peer Network meetings are now being held monthly on a rotating basis among participating school districts.</p>
The Commission and the community are mutually accountable for effective use of Proposition 10 funds	<p>€# Develop integrated data systems for use at program, Commission and State levels</p> <p>€# Coordinate with State evaluation systems and indicators</p> <p>€# Provide technical assistance on evaluation and accountability to community organizations and grantees</p> <p>€# Maintain high quality information on assets, needs and results for children in our County</p> <p>Report to the community and State</p>	<p>€# An independent auditor conducted a program report and fiscal audit of Commission activities for Fiscal Year 2001 – 02.</p> <p>€# Zetetic Associates, the Commission's independent evaluator, is continuing to set meetings with all Commission grantees to develop logic models for evaluation of their programs.</p>

**First 5 Commission of San Diego
Community Engagement Calendar**

March 2003						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 Civic Engagement Team Meeting, 10:00 am	6	7	8
9	10 Literacy Team Meeting, 12:00 pm Commission Meeting, 2:00 pm	11	12 School Readiness Team Meeting, 2:00 pm	13	14	15
16	17 TPAC Meeting / Theory of Change training in Vista (1:00 pm - 4:30pm)	18	19	20	21	22
23	24	25	26 Evaluation Team Meeting, 10:00 am	27 Grantee Meeting, 9:00 am	28	29
30	31					
April 2003						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Civic Engagement Team Meeting, 11:30am	3	4	5
6	7 Commission Meeting, 2:00 pm	8	9 School Readiness Team Meeting, 2:00 pm	10	11	12
13	14 Literacy Team Meeting, 12:00 pm	15	16	17	18	19
20	21 TPAC Meeting, 2:00 pm	22	23 Evaluation Team Meeting, 10:00 am	24	25	26
27	28	29	30			

First 5 Commission of San Diego

Legislative Summary

March 2003

Bill #	Author	Description of Bill	Status	Priority	Recommendation
AB 71	Assembly Member Horton	Tobacco Licensing Program – This bill would create the California Cigarette and Tobacco Products Licensing Act to provide licensure by the State Board of Equalization of manufacturers, distributors, wholesalers, importers and retailers of cigarette and tobacco products. The bill would prohibit the distribution or selling of cigarette and tobacco products by anyone not possessing the license. It would also impose penalties for possessing fraudulent cigarette tax stamps.	First Reading 01/06/03	B	Continue to monitor.
AB 56	Assembly Member Liu	School Readiness – This bill would subject pupils between the ages of 5 and 18 (current law is 6 to 18) to compulsory full-time education and would make conforming changes relating to kindergarten services and the full day of instruction. By expanding the compulsory Education Law, and by changing related crimes, this bill would impose a state-mandated local program.	12/02/2002	B	Continue to monitor.
AB 72	Assembly Member Bates	Child care providers – This bill would require every child care resource and referral program to institute proceedings to remove a licensed child care facility with a substantiated complaint from the program's referral list, and to inform any person who requests a child care referral of the name of any licensed facility on the program's referral list with a substantiated complaint.	12/19/2002	B	Continue to monitor.
SB14	Assembly Member Escutia	Early childhood education and care – This bill would establish the Early Childhood Education and After School Facilities Program Act of 2003, to provide funding for establishing safe and educationally appropriate facilities for early childhood education and after school care and would establish the Early Childhood Facilities Loan Act of 2003, to provide loans to qualifying applicants for the purpose of expanding and improving childcare homes.	12/02/2002	B	Continue to monitor.
SB7	Senator Alpert	School Readiness – Reference AB56	12/02/2002	B	Continue to monitor.
SB 432	Senator Ortiz	Preschool access – This bill would state the intent of the legislature to enact legislation to establish a system of universal preschool for all children three and four years of age.	01/02/2003	B	Continue to monitor.